

K. PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, MAY 15, 1907.

No. 7.

SPECIAL SUMMER RATES

For the months of May, June, July and August
the **WOMAN'S NATIONAL DAILY**
will sell Advertisers

**OVER 600,000 COPIES — MAIL ORDER
CIRCULATION FOR ONLY \$1.00 A LINE**

THIS is a 33 $\frac{1}{3}$ per cent discount from the established rate and the most liberal offer you can find anywhere for Mail Order circulation. Our present daily average output is 200,000 copies and by giving advertisers three insertions for \$1.00 per line, they receive 600,000 copies altogether. And please remember—we PROVE this quantity. Don't think that reduced rates means reduced circulation. This is not the case with the **WOMAN'S NATIONAL DAILY**. On the contrary, our average circulation has already reached 200,000 copies per issue and new subscriptions are coming in at the rate of 1,000 a day. The circulation is constantly increasing.

The **WOMAN'S NATIONAL DAILY** is not sold through newsboys or news stands. Every copy is distributed direct by mail and reaches a home in the smaller towns and rural districts. In other words, it is the only daily newspaper in the world with a mail order circulation—responsive circulation—and you cannot find a better advertising medium anywhere for reaching those in the smaller towns and rural districts. Three out of every four advertisers who have tried out the **WOMAN'S NATIONAL DAILY** have come back with renewal orders.

Write for a few samples of the big batch of unsolicited testimonials which we have received.

Please understand that for \$1.00 a line you receive three insertions, which means a total circulation of "over" 600,000 copies.

**Please Address: Advertising Department,
THE WOMAN'S NATIONAL DAILY**

Chicago Office:
1703 1st Natl. Bank Bldg.

ST. LOUIS, MO.

New York Office:
1700 Flat Iron Bldg.

Now Ready
ROWELL'S
American Newspaper
====Directory=====
1907 Edition

The book has been carefully revised, and is the only work published which contains complete and accurate information, brought down to January 1, 1907, regarding the newspapers and periodicals of the United States and Canada. The present volume is the Thirty-ninth Annual Edition that has been issued, each under the personal supervision of Mr. George P. Rowell.

The 1907 edition of the Directory, for the first time in several years, gives the ratings of all papers in plain figures, and consequently the "key" is unnecessary.

The price of the Directory is \$10.00, expressage prepaid.

THE PRINTERS' INK PUBLISHING CO.
10 Spruce Street, New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIX.

NEW YORK, MAY 15, 1907.

No. 7.

WHAT'S WHAT IN AUSTRALIA.

ADVERTISING METHODS AS STRANGE TO THE AMERICAN AS THE CLIMATE AND FAUNA—NOT A MONTHLY MAGAZINE IN THE ANTIPODES—WEEKLY MAGAZINES AND NEWSPAPERS PLENTIFUL, BUT THE CHIEF MEDIUM IS THE BILLBOARD—SUGGESTIONS TO THE AMERICAN BUSINESS MAN GOING TO AUSTRALIA OR NEW ZEALAND FOR TRADE.

The average American, knowing little about Australia, looks upon it as simply another Canada, a sort of miniature United States where the people are developing along the same lines as ourselves, and probably sympathetic toward us, and where market and advertising conditions are much the same as in the Dominion to the north of us.

All right.

It doesn't do any harm to think of the Antipodes that way so long as you don't go there for trade.

When you do, however, it is well to get some conception of what Australia and New Zealand really are, and how the people there think, and what is their attitude toward American goods and Americans.

Australia and its sister colonies have about three-fourths the population of Canada, and about three fourths the geographical area. But where Canada is now an important manufacturing country, and has her people spread out over the whole territory, Australia manufactures very few goods, and her people are all crowded along the sea-coast, where there is a moderate rainfall. A very large proportion live in the cities. Syd-

ney and Melbourne have a million inhabitants, about evenly divided between them, or nearly a quarter of the whole population, while Perth, Brisbane and Adelaide in Australia, and Auckland, Wellington and Dunedin, in New Zealand (which lies as far to the east from Australia, remember, as New York from Denver), are also fair-sized cities by our standards, and thorough-going metropolises there, and hold another large proportion of the whole population.

This segregation of the people in cities has a very curious effect on trade and advertising in the Antipodes, to say nothing of some curious traits exhibited by the people themselves.

Percy Waxman, an Australian by birth, and an experienced trade journal and advertising man, now in New York with the Street Railways Advertising Company, undertook to give a PRINTERS' INK reporter some idea of Australian conditions the other day. Mr. Waxman was formerly connected with the *Australian Mining Standard*, and has made a study of trade and advertising conditions in many countries.

"There isn't a monthly magazine in either Australia or New Zealand," he explained, "because the cities are all sharply localized, and there is no demand for national publications that will circulate everywhere like the American and English magazines. There are plenty of English magazines, which are accepted in place of a home output, and some of the American magazines are well-known. Where Canada is forced to raise her postal rates on Yankee magazines, however, and England has to make postal

concessions to help British publishers get a foothold in Canada in competition, with Australia the situation is just the opposite, owing to the intense prejudice there in favor of England and everything English.

"But Australia has some excellent weekly magazines, published in the various cities. The *Weekly Bulletin*, of Sydney, is without question one of the best written periodicals in any country, and the only publication that has anything approaching a national circulation. The rest are like the newspapers in that they circulate largely as local organs in the cities where they are issued. Civic rivalry and local tone keeps them within the limits of their own communities. The daily papers are excellent, and good advertising mediums were they properly employed—as they seldom are by Australian business men. Afternoon papers are published in most of the cities, but are distinctly inferior to the morning journals. The evening paper idea has not caught on there to the degree known in the United States. Only three of the cities have Sunday papers—Sydney, Brisbane and Perth. The rest follow Australian custom in observing the Sabbath. Even the street cars stop running Sundays during church hours.

"The mail-order trade ought to be vast in a country where many people live on farms and ranches. But that field has hardly been scratched yet. Lack of national mediums hinders in one direction. Lack of energy on the part of merchants in another. The chief obstruction, however, is found in the fact that Australia has no express companies. These have been prohibited by the government, and the latter refuses to establish a parcels post that will take goods on approval, so that there is hardly any way of delivering merchandise on mail order in such a way that the purchaser can examine them, as is done here.

"An American writer of advertising copy would starve to death in Australia. There is only one large agency there—Gordon &

Gotch. Owing to the absence of manufactures, practically all business is on a retail basis, and merchants have British traditions of dignity and reserve. Advertising space is freely employed, to be sure. But even the large department stores are conservative compared with standards in this country, and once the merchant has bought space, he tries to fill it as full of type as he can, the idea being to leave as little white paper as possible, and to sacrifice artistic display and strong argument for the sake of a crowded announcement. If a scrap of his ad shows white, he regards it as that much gain to the publisher. Good advertising practice is so rare that if you were to send the Australian rancher a typical American form letter, and follow it up with a second a week later, he'd probably write and apologize for not having replied to the first.

"The Australian merchant has the British merchant's fear of giving offense by departing from traditional ways of doing business. Australians are intensely British, you know—a hundred times more so than Canadians. New Zealanders are less patriotic, yet practically the whole population of the colonies turns to England for its ideals, and its goods. At Christmas time, in the middle of the Antipodean summer, Australians eat the roast goose, plum pudding and other characteristic Yuletide dishes of England, while the merchant dresses his windows with winter scenes and cotton-batting snow, though real snow is unknown there at any time of the year, and for youngsters born in the Antipodes is only a school-book figure. The Australian, too, goes 'home' to England, as he calls it, even though he was born in Australia, and he chooses a steamship line that carries him on a British bottom to Vancouver, and across British territory to the Atlantic, where he takes another British ship. As a consequence of this intense love for the mother country, his business methods take on British conservatism—in fact, out-do England in some respects.

So he hesitates to adopt the brisk Yankee methods of advertising, and would be horrified at the suggestion that circulars be sent out to his customers. As for the Australian public, however, it reads advertising eagerly when it is bright, and I have known instances where merchants of the highest class—jewelers, etc.—have greatly stimulated sales by mailing circulars that, while exceptional there, would in this country be an everyday matter to the persons who received them. You may set it down that Australian women do not read ads in the Australian papers. But it isn't their fault. They've never had a chance. The ads are dull. American magazines are purchased, and Australians of all ages and both sexes make it a rule to read the Yankee ads along with the stories and articles, because the ads are new, and bright, and informative. The American magazine that any Australian would name first is *Munsey's*. The *Century* circulates rather widely, too, and the *Smart Set* is fairly well known, with perhaps the *Metro-politan* as a fourth.

"While we are rating the Australian for his conservatism as an advertiser, though, let's not forget to state his good points. As a billboard and bulletin advertiser he probably takes second place for nobody in the world. That's where most of his appropriation goes—on boards. The man who got a concession from the government to put enameled signs on the railroad stations has made a fortune. All the large department stores spend liberally for outdoor work. Some of the finest bulletin boards are painted in a way that seems to be unknown here. Their backgrounds are a deep, dark blue, and the lettering as applied with an aluminum or silver paint which is luminous, and can be read on the darkest night.

"Americans going to Australia for trade are under several disadvantages, and numbers of them fail. First, the conservative method of doing business. An advertising solicitor is a 'canvasser.' The Yankee with a sample case is

half suspected of being irresponsible, or shoddy, and it is like a dash of cold water in his face to encounter the Australian way of doing business. Here or in Canada a salesman gets access to the head of a business house very easily. But there he must work his way up through underlings until he reaches the merchant's private secretary, when an appointment is made. It is well to pocket one's pride and show deference at the outset, for the dignity of an Australian merchant is a very real thing. But once convince him that your goods are desirable, and your methods honorable, and the Australian merchant will stick to you through life. He will hang on like a limpet, and not even his loyalty to England will take his trade away from you. Despite the advantages that British houses have in those colonies, they are not followed up aggressively. American houses ought to hold Australian trade in competition with England, France or Germany, provided they go about getting it in the right way.

"But it is essential that something be known about the country before one starts out to establish trade there. Let the American manufacturer or salesman get in touch with Australians in this country—even inserting an advertisement for one in the *New York Herald*, if he can't do better, and talking with him about conditions. It would prove enlightening. Customs and climate make novel differences in trade. For example, you could not sell the finest tinned peas in the colonies for a cent a tin. Peas grow there all the year round, and most of your tinned vegetables are unknown. But preserved salmon and sardines have a wide sale, and doubtless many similar American delicacies could be built up there. American electrical and mining machinery has a good foothold. American breakfast foods are not popular in that market because everybody eats mush and oatmeal. There is just one American soda fountain in all Australia. American mixed paints

sell well, and silverplate, and American shoes—but the latter must be made in the favorite toothpick shape peculiar to Australia, a style not seen here, but which is staple there eternally. Some Yankee may eventually go to the Antipodes and make a fortune out of five- and ten-cent stores—shops on the familiar plan with goods at sixpence and a shilling. Some other Yankee might make a fortune with amusement parks on the style of those conducted by trolley companies in this country. The people there live much outdoors, and lack amusements. But there are curious traits of character to be taken into account. Penny arcades were tried there, and failed, because they were planned on American lines, and had open fronts, and were too public. The Australian shuns publicity. In this country the dining-room of a hotel is often open to the street. But there the restaurants are fitted with screens that shut off the view.

"Some of the suspicion of Americans is well-founded, because Australia has been a dumping-ground the past few years for every advertising fake that had outlived its usefulness, in this country, from the worst patent medicines to the electric belt. Promoters have made fortunes out of these venerable schemes down there, but have left a distrust that legitimate American houses must overcome. It was the Yankee fakir, very oddly, that first roused interest in mail-order trade. He found ways to advertise, and got responses, and did a good business. It will be an excellent thing for Australian business men when they learn to adapt real mail-order methods as practiced in this country, together with other American ways in advertising and distributing goods."

COUNTRY PUBLISHERS THINK OTHERWISE, HOWEVER.

There is no equity in asking the government to carry newspapers free in the county where published. With equal propriety a government parcels post might be demanded to carry merchandise for our merchants free in the county.—*Mansfield, O., News.*

ACCEPT MODERATE RESULTS.

Too many merchants attach undue importance to the immediate returns that result from an advertisement. Experienced advertisers do not make this mistake. If an ad brings in only one new customer, or if it takes two ads to produce one permanent patron, the ad will in a short time more than pay for itself. So don't feel disappointed if a flood of people fail to enter your store right after the publication of your ad. Your money is not lost merely because the direct or immediate returns happen to be so small. After the advertisement has drawn people to the store it is up to the merchant to treat them in such a manner as to make them change from their old dealer to you, and then commence to figure on the profits on their later purchases before you decide that your money was spent for nothing.—*Hardware Trade.*

EDITOR AS NEWSBOY.

On account of the scarcity and timidity of newspaper carrier boys in Kenton, Ohio, Frank B. Wilson, owner and manager of the *News-Republican*, one of the most successful and influential of the northwestern Ohio daily journals, surprised and somewhat startled the people of Kenton by going into the streets Monday night and calling the papers in a voice that could be heard across the public square.

Manager Wilson took this practical way of teaching his carrying force how the city boys "yell their papers."—*Columbus, Ohio, Sun.*

MILLIONS LOST IN GET-RICH-QUICK SCHEMES

THE CHICAGO RECORD-HERALD refuses to print many pages of "Get-Rich-Quick" advertising which some of its contemporaries publish

March 1907 Circulation

Daily Average - - 151,526

Sunday Average - - 216,470

CHICAGO
RECORD-HERALD

NATIONAL ADVERTISING FOR THE BIG CITY STORES.

If London merchants can advertise to advantage in American magazines at the beginning of our summer tourist season, what might not the great department stores of this country do in the way of national advertising?

A recent issue of *Pearson's* contained an eight-page reading article in which London establishments like Redfern's, Debenham & Freebody, Robinson & Cleaver, John Wilson's Successors, Lucile's, etc., call attention to their specialties, and describe their facilities for shopping. This "reader" seems to be exclusive with the American *Pearson's*, and was doubtless placed from London under the impression that this magazine covers the entire field. Nevertheless, the American *Pearson's* covers some of it, and the innovation is likely to bear fruit.

The shopping facilities of certain New York and Chicago department stores might very rationally be advertised during certain seasons of the year along the same lines—though it is to be hoped with more directness than in this English insert. These two cities draw from every part of the United States thousands of the most prosperous persons, who spend a few days, a week, a month or more in their centers, handy to the shopping districts. A very large proportion of these transients come in summer months, at a time when business must be stimulated in the big stores.

How many out-of-town visitors who patrol Sixth avenue, Fifth avenue, Twenty-third street or Broadway, in New York, or State street in Chicago, know which is which and who's who among the big shops? Probably very few.

If the leading department stores took magazine space in spring and fall, good, generous spaces to talk at length about new goods, store arrangement and conveniences, the special lines for which the establishment is noted, and particularly the high-cost lines

such as imported gowns, millinery, marbles, paintings, silks, etc., it would unquestionably result in a profitable trade from out-of-town shoppers. Hundreds of these visitors make a trip to New York or Chicago for educational reasons, or for pleasure or on business. Women accompany their husbands on business trips and have leisure to shop. Some come with shopping as the chief end, while even the country milliner, modiste, school-teacher or music-teacher bring their little cash reserves for investment in clothes among the big shops, where styles are freshest and goods often of a character not to be purchased at all in their home shops.

This is a public for which the metropolitan department stores have hardly reached out at all. It is generally assumed that such shoppers are interested through the New York and Chicago daily papers. Doubtless a good many of them are. But these daily announcements contain little about the character and policy of the different stores, being devoted almost wholly to merchandise offerings. What is needed is preparatory advertising that reaches such persons at home; in mediums they are familiar with, and teaches them their way about in Fifth avenue and State street. National department store advertising in the magazine would be, at its best, partly historical, partly descriptive, a little sentimental and perhaps, last of all, directly mercantile. But even the mercantile feature could not be altogether eliminated, for upon it might be built profitable mail-order trade, together with purchases to be made through the professional shoppers found in leading cities. If such advertising pays London, it ought to pay the big stores in New York and Chicago, and probably those in several other American cities.

A MAN will buy a mining stock on the strength of a prospectus, but you would not catch him buying a horse on the same terms. Yet we have seen nothing to warrant the belief that mining share promoters are more conscientious than horse dealers.—*Exchange*.

TRIED HIS OWN LABELS.

EXPERIENCE OF A SUCCESSFUL CLOTHIER WHO ABANDONED TRADEMARK GOODS IN ESTABLISHING A NEW STORE—GOT THE TRADEMARK LINES WITH HIS OWN LABELS—TRIED TO CONVINCE THE PUBLIC THAT HIS NAME WAS AS GOOD AS THE REPUTATIONS OF A HALF-DOZEN WELL-KNOWN MANUFACTURERS—WHAT HAPPENED.

One of the live questions in retailing to-day is, "Shall I sell well-known trademark lines, or push goods with my own trademark on them?" Some of the trade journals devoted to retail matters have discussed this subject in the "open forum" manner, and the weight of merchants' opinions seemed to be very largely in favor of their own brands.

Some very specious arguments can be evolved for such a policy by the retailer who gets to thinking the question over. Usually he decides that the manufacturers of widely known trademark lines have been employing him as a tool all these years, and growing rich and famous through reputation and profits that he ought to have himself. He finds numerous reasons why he ought to sell goods bearing none but his own name, and very few why he should handle the trademark commodities bearing others' brands.

Considerable light is thrown on this question by the experience of an eastern clothier and furnisher, who lately made an experiment that seems to be conclusive.

This merchant has two stores of the highest class in two prosperous second-rate cities. In one town his business has been established more than fifty years, and in the other over thirty. He owns the stores in which he does business in both places, together with other real estate—among other property, he owns the stores where his chief competitors do business. For years his trade in both cities has been built on well-known trademark goods. He sells the leading make of ready-to-wear clothing, and the leading make of hats, and the leading

make of cravats, shoes, underwear, etc. Furthermore, in advertising he has always pushed these trademark lines liberally, making no attempt to introduce goods bearing his own brand.

Three years ago, however, this merchant decided to open a third shop in another city, and in planning determined that nothing but goods bearing his own trademarks should be sold in this new place. He went to the manufacturers of the trademark clothes he sells in his other stores, and arranged for goods precisely similar to those they send out bearing their label, and which they advertise liberally in magazines, but with the stipulation that these goods bear his own name and trademark. He made the same arrangement with his hat manufacturer, and with all other firms from whom he buys. When the new shop opened it had practically the same stock as the others in all respects, and prices were the same. The only difference was in the label.

He hired one of the best advertising men he could get to write copy for the new store, and for two years talked about his own label, his own guarantee, his own responsibility, his wide experience as a buyer, and so forth. This publicity was original and strong. The store was the leading establishment in its city as far as reliability and quality went.

What was the outcome?

Simply this: That at the end of sixteen months that merchant went to these manufacturers and told them that his policy had been a mistaken one. After a trial extending over three selling seasons his business was not growing at a healthy rate. He ordered his next season's stock made up with regular manufacturers' labels, and immediately diverted his advertising to talks about well-known lines.

This new policy showed almost instant results. During the fourth season his store really began to get a grip on the public, and during the three seasons that have gone by since the new policy was adopted his business has grown

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several times as much as in the first three seasons.

Such a test seems conclusive. Had this merchant's goods been bought of unknown manufacturers, there would have been reason to suspect that he had not secured the same quality that is embodied in widely-known trademark goods. But his stock was precisely the same in all respects, with the tiny difference of the label. He lacked only the prestige and the wide advertising behind those labels. He attempted to substitute his own name for names that have been before the public one to three generations. He failed. The public, had it been able to judge of genuine quality in hats and clothing, might have accepted the new policy. But the public is not a judge of values at all. It buys by labels and trademarks because these represent commercial reputations. When a clothing manufacturing house spends \$100,000 a year in magazines and newspapers to call attention to its products, the public reasons that there must be merit in its goods or it would not dare to make so costly a bid for attention. Satisfied that a solid commercial reputation is behind the product, people buy by name, and leave details of quality to the manufacturer. If the public were technically skilled in fabrics, workmanship, styles, etc., this retailer would doubtless have succeeded in carrying his first policy into effect. But the public is not skilled technically, and in most purchases it judges by the manufacturer rather than

the goods. When the retailer tries to fill, in the public eye, the place that has been won by a half-dozen of the most widely-known and successful manufacturers through several generations, it seems altogether logical that he should fail.

PUT THE SHOW WINDOW ON THE SALARY ROLL.

There is one phase of the retail dealer's business that he is apt to be careless about—that is the display window. The cost of maintaining this exhibit is a just charge to the wage account, exactly as is the salary of a clerk or salesman. Without windows the rent would be much less, so there is every reason for giving special attention to making it a business-bringing feature. The show windows may be considered an employee, and an expensive one. The time of an assistant to dress the window, the cost of working tools and paraphernalia are some of the expenses that may be charged against it. The question remains, does the window sell enough goods to warrant this expense? With the aid of counter books the dealer can keep track of the work of his salesmen and determine what returns they are bringing. In the case of the show window this is not so easy. Unlike the salesmen and other employees, the window may be asked to work day and night, and there are no holidays or vacations to be considered. But again, unlike good employees, the window needs constant looking after and shaking-up. It is apt to get slovenly and out-of-date unless proper attention is bestowed upon it.—*Sporting Goods Dealer.*

Lincoln Frele Presse

GERMAN WEEKLY.

LINCOLN, NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,261

RATE 35 CENTS.

The Des Moines Capital

as usual, published more advertising of all kinds in April in twenty-six issues than any competitor in thirty issues. The CAPITAL is absolutely first in its field. It has the largest circulation in Des Moines and the largest in the State of Iowa. It is a State newspaper and if you're after business in this great commonwealth the CAPITAL will get it for you. It gives the biggest service at the lowest cost.

Eastern Offices—O'MARA & ORMSBEE, World Bldg., New York, N. Y.

LAFAYETTE YOUNG, Publisher.

WHERE THE STORE NEWS IS FOUND.

"The Advertising Man with Merchandising Instinct" is the title of a prize essay printed in a recent issue of the *Dry Goods Economist*. This paper was written by Burton W. McCracken, advertising manager of the Minneapolis Dry Goods Company, Minneapolis. The author endeavors to show how a practical advertising writer, turned loose in the organization of a great department store, can best gather material for the daily announcements. He analyzes the work of getting vital data, and shows, under separate headings, the different persons to go to, and what may be expected of them.

The Merchandise Instinct.—The advertising man with a merchandise instinct is, in my opinion, one who has an all-pervading desire to ascertain at first hands, through personal inquiry and actual experience, all the details, ins and outs, whys and wherefores, relative to store service in its particular relationship to the quality of the goods handled in each department, considering also those other essentials—style, materials, workmanship, seasonableness, assortments, and stock on hand for present wants and future needs—the *modus operandi* of selling over the counters and the part played in these trade transactions from the viewpoint of the customer and the sales-person. Knowledge thus gained enables the ad-writer to thoroughly understand his subjects and give to his efforts a forcefulness, clearness and interest which should, and generally does, produce result-bringing copy. In a nutshell, it is store knowledge used as a fulcrum in lifting the doubts of a cautious public.

In the Shipping Room.—Advance spring styles are being received in the shipper's room and he spends many a busy half-hour inspecting them and conversing with the department heads and their assistants regarding the merits of the merchandise.

Special Sales.—Several big

sales are in progress throughout the house and the adman should take a decided interest in noting their success or failure, or mediocrity. Are there many present? Are they buying? If so, was it the ad, the values, the timeliness of the offering, the reputation of the house, the manner of displaying the goods? "A frost?" It might have been. First, we'll blame the adman. Was the ad couched in good language; was it convincing in argument, pleasing to the eye? Did he say too much, or not enough, or miss the points, or lack vim and forcefulness? The crowds came, you say, but didn't buy? Ah, ah! then it wasn't the adman after all. It must have been the values that were lacking, or perhaps the goods were unseasonable, or the weather man gave us a warm spell when what was wanted was a cold, blustering morning. Mayhap a hated (?) rival up street corralled the trade by getting his sale started a day or two ahead. He musn't be allowed to do it again, if we can help it. But can we? There's the rub!

The Window Trimmer.—A most important gentleman and a thorn in the flesh of the adman if they do not work together harmoniously, is the store decorator. Sometimes department heads show preferences and there may be cliques and knockers' clubs. Keep out of them and saw wood. If the advertising is not backed up by a good window display, consult the store manager, the supreme court in such matters. Don't be afraid to talk right up to anyone.

Talks With Clerks.—One may learn many things from conversing with employees. They'll tell you all about the hard-to-please customers, the woman who wanted to exchange the \$3 waist which was sold her for \$1.18 (below cost). Yes, and there was the shopper who insisted on handling the new dainty white corsets with her glove-stained fingers. And the woman who bought the fur-lined coat, accidentally burned it hanging it too near the stove or radi-

tor and claimed, note this word c-l-a-i-m-e-d, that the skin was old, dried, and defective. And then there was the important personage who insisted that "we" advertised gloves for \$2.35 and when shown last night's paper admitted that Sellem & Cheatem, up the street, made the offer and she was "Very sorry she had made us so much trouble." Talks with employees in every sales section bring out facts from which may be written ad-copy bearing the tinge of originality backed up by truthfulness.

Watching Other Stores.—An important feature is keeping track of what other stores are doing, and the young man or woman on whom devolves this duty should be very observing and report, without fear or favor, the success of sales held in rival establishments, also acquainting the adman with any new departure in store-service, merchandise displays, etc., which may have come under his (or her) attention. The adman may with profit make occasional tours through the retail district.

When the Buyers Come Back.—As soon as they get back from their buying trips the heads of departments should be properly interviewed as to what's what for the coming season—the colors, materials, styles, etc. They may have some other information to impart. See that you get it. The establishment that properly appreciates its adman allows him to take trips in the spring and fall to the producing centers, such as New York or Chicago, and by visiting the larger stores he returns home fortified for the season's work, refreshed, rejuvenated, ready to work his head off in grinding out copy that will "do the trick." Ideas! they're worth double what they cost and they are only secured by experience. In every locality there is a sort of local mannerism in merchandising, advertising and retailing. Commingling with those living in a different merchandising environment keeps one primed up to the best possible attainments in their

particular field. There are many ways in which the adman may help department heads. Keep them informed of the dates of every yearly or semi-annual sale. A weekly advance report is appreciated. Get them to visit the big plants of the city newspaper offices. They have no idea of the work entailed in changing that line of type which they marked out with a slight turn of the wrist at the eleventh hour.

Turning Clerk One's Self.—

The floor is the place where you may solve the riddle of merchandising. Occasionally assist in this work, changing from floor to floor. First thing you know, you are almost competent to step right into any department and manage it fairly well; indeed, may we not say, very well? Don't think that stepping behind the store counter and assisting with the sales is undignified. It's extremely beneficial. You gain an accurate knowledge of things and get in touch with the buying public face to face.

The Credit Man and Others.—

Without the advice of the credit man you can hardly place the many store folders and ad novelties where they would do the most good. He can tell you how many accounts "we" have that are worth the candle and his advice on many subjects is to the adman educating.

Try and find time to see the goods of which you are writing each day. Inquire as to the values. Be rather inquisitive, even though the department manager does think you're too prying. That's your business. See that the sales rules of the house are lived up to in every particular.

The card writer is a sky-pilot not to be forgotten. A good man in his position is able to supplement your work with effect. Help him all you can with ideas, and make him disgorge any new schemes he may have that will help you. The adman should not hesitate to suggest ways and means to sales-people or department heads, regarding the selling of their wares.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1906 22,419. Best advertising medium in Alabama.

Montgomery. Journal, *dy.* Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,328.

CALIFORNIA.

Oakland. Herald. Average 1906, 19,667; Mar. 1907, 26,967. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; Dec. 1906, 2,500.

San Francisco. Sunset Magazine, monthly; literary; 192 to 234 pages, 5x8. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Flood Building.

COLORADO.

Denver. Post. New people—new homes—new needs—all supplied by the "Want" columns of the Denver Post. Cir.—*Dy.* 62,645, Sunday 87,160.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn *dy.* av. '06, 11,365, now over 12,500. E. Katz, Sp. Agt. N.Y.

Bridgeport. Morning Telegram. Daily. Average for 1906, sworn 10,212. You can cover Bridgeport thoroughly by using Telegram only. Rate, 15c. per line, flat.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905, 7,578; 1906, 7,672.

New Haven. Evening Register, *dy.* Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, *dy.* Aver. 1905, 8,636; 1906, 9,549. E. Katz, Special Agent, N.Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N.Y.

New London. Day, *ev'g.* Aver. 1906, 6,104; aver. for Apr., 6,513. E. Katz, Sp. Agent, N.Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 3,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 5,539; Feb., 1907, 6,877.

Waterbury. Republican, *dy.* Aver. for 1905, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 55,577. (©)

FLORIDA.

Jacksonville. Metropolis, *dy.* Average 1906, 9,452. Mar. '07, 10,000. E. Katz, Sp. Agt., N.Y.

GEORGIA.

Atlanta. Journal, *dy.* Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,781; aver. 1906, daily, 50,857; Sun., 57,988; semi-wk., 74,916.

ILLINOIS.

Ashley. Gazette. Circulation 1,152. Largest and only proven circulation in Washington Co.

Aurora. Daily Beacon. Daily average for 1905, 4,680; 1906, 6,454.

Calto. Citizen. Daily average for 1906, 1,477.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017. (©)

Chicago. Broaders' Gazette, *wy.* \$2.00. Aver. circ'n 11 months ending Nov. 23, 1906, 69,667.

Chicago. Dental Review, monthly. Actual average for 1905, 5,702; for 1906, 4,001.

Chicago. Examiner. Average for 1906, 649,446 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined.

Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907: Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.



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Chicago, Inland Printer. Actual average circulation for 1905, 15,866 (©©).

Chicago, Journal Amer. Med. Ass'n, weekly. Average '06, 46,479. Send for circ. map.

Chicago, Record-Herald. Average 1906, daily 111,745; Sunday 211,611. Average April 1907, daily 151,648; Sunday, 216,777.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year 1906, 6,752.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.


Crawfordsville, Journal. Dy. and wy. average, 1906, 5,878. Will be bigger next year.

Evansville, Journal-News. Ar. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av., 174,581. Now 200,000 4 times a mo., 7bc. a line.

Noire Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Richmond, The Evening Item, daily. Sworn average net paid circulation for three months ending, March 31, 1907, 5,328. Daily average for March, 1907, 5,504. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, April, 1907, 9,286. Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee, Times Democrat. 1906, average 2,831; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Avar. 1906, 8,764. "All paid in advance."

Davenport, Catholic Messenger, weekly. Actual average for 1905, 5,814.

Davenport, Times. Daily aver. Apr. 13, 1902, Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 than in 1905 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Mar. dy. 80,722.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 22,128.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal. Daily average for 1906 sworn, 28,705. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn daily average 1906, 27,170; Apr., 1907, 31,833. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar. 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 3,778; weekly, 8,054.

Pittsburg, Headlight, dy. and wy. Actual average for 1906, daily 5,962, weekly 5,278.

KENTUCKY.

Lexington, Leader. Ar. '06., evy. 5,157. Sun. 6,792; Jan., '07, 5,556. Sy. 6,891. E. Katz, S. A.

Owensboro, Inquirer. Daily av., six months ending Jan. 1, 1907, 3,166.

LOUISIANA.

New Orleans, Item. Average Feb. 1907, high water mark, 27,010; average for 1907, 27,317. Average for 1906, 24,615. A high-class newspaper of known circulation. Want advertisements a specialty.

MAINE.

Augusta, Comfort, mo. W. R. Gannett, pub. Actual average for 1906, 1,271,952.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1906, 7,656.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,578.

Madison, Bulletin, wy. Circ., 1906, 1,581. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1906, 8,077.


Portland, Evening Express. Average for 1906, daily 12,306. Sunday Telegram, 8,041.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; copies printed ar. yr. end'g Dec. 1906, 1,762.

Baltimore, American, daily. Average 1906, Sun., 77,488; d'y, 67,815. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For April, 1907, 82,825.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe. Average 1906, daily, 182,956. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



Guaranteed Circulation

IN

THE NEWS

of Des Moines, Iowa

Average for March 1907 -- 44,309 copies per day

Circulation Guarantee

This Certifies That The Des Moines Daily News

is entitled to a guarantee rating in

The Advertiser's Blue Book of Certified and Guaranteed Circulations as having afforded every facility for a complete examination of circulation, permitting unrestricted access to the books and records of all departments for a thorough audit and analysis, from the paper purchased and consumed through the details of press production and all channels of distribution to the final cash receipts, and proving true and accurate the publisher's statement of an

Average Circulation

From October 1, 1906, to March 31, 1907,

as follows:-

1906 - Average for October	40,284	-----	1907 - Average for January	41,796
"	November	41,030	"	February
"	December	40,501	"	March
				44,309

this proving to be the average of the copies actually printed and used, no spoiled or sample copies included.

The distribution is as follows:-

Average for March 1907

Paid circulation in Des Moines,	12,032
Paid in advance subscribers on rural routes and by mail	31,017
Employee, complimentary, service copies, etc,	835
Advertisers and exchanges by mail	425

Average for March of copies printed and used,..... 44,309

Des Moines, Iowa,

April 22, 1907.

W. J. Davies
Circulation Auditor,
New York and Chicago.

The Advertiser's Blue Book of Certified and Guaranteed Circulations

The Blue Book lists and guarantees publications only after a complete and thorough examination and audit has proved that the publisher has made accurate statements of circulation, and the rating which this examination insures for

The Daily News, Des Moines, Iowa,

provides a Guarantee to any advertiser making this certification a specific part of his contract a refund of 95 per cent of the face of such contract if these figures can be shown to be inaccurate.

General Advertising Department

CHAS. D. BERTOLET
705-7 Boyce Bldg.
Chicago

O. G. DAVIES
306 Gumbel Bldg.
Kansas City

JAS. F. ANTISDEL
9 West 29th St.
New York City

Guaranteed Circulation

IN

THE NEWS

of Omaha, Neb.

Actual Net Circulation -- 55,319 copies per day.

Circulation Guarantee

This Certifies That The Omaha Daily News,

is entitled to a guarantee rating in

The Advertiser's Blue Book of Certified and Guaranteed Circulations as having afforded every facility for a complete examination of circulation, permitting unrestricted access to the books and records of all departments for a thorough audit and analysis, from the paper purchased and consumed through the details of press production and all channels of distribution to the final cash receipts, and proving true and accurate the publisher's statement of an

Average Circulation

From October 1, 1906, to March 31, 1907,

as follows:-

1906 - Average for October	51,377	----	1907 - Average for January	52,775
November	51,593		February	54,752
December	51,674		March	55,319

this proving to be the average of the actual net circulation, no spoiled, filed, left over, unsold, or returned copies included.

The distribution is as follows:-

Average for March, 1907

Paid circulation in Omaha, South Omaha, and Council Bluffs,	18,191
Paid in advance subscribers on rural routes and by mail,	36,516
Employees, complimentary, service copies, etc.,	220
Advertisers and exchanges by mail,	392

Average for March of actual net circulation,..... 55,319



Omaha, Neb.,
April 18, 1907.

W. J. Davis
Circulation Auditor,
New York and Chicago.

The Advertiser's Blue Book of Certified and Guaranteed Circulations

The Blue Book lists and guarantees publications only after a complete and thorough examination, and audit has proved that the publisher has made accurate statements of circulation, and the rating which this examination insures for

The Omaha Daily News, Omaha, Nebraska,

provides a Guarantee to any advertiser making this certification a specific part of his contract a refund of 95 per cent of the face of such contract if these figures can be shown to be inaccurate.

General Advertising Department

CHAS. D. BERTOLET
705-7 Boyce Bldg.
Chicago

OSCAR G. DAVIES
306 Gumbel Bldg.
Kansas City, Mo.

JAS. F. ANTISDEL
9 West 29th St.
New York City



BOSTON POST

Average for March, 1907. Boston Daily Post, 240,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 234,184, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUAR AN TEED
The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Gloucester, Daily Times. Every evening except Sunday. *Sworn daily average 1906, 7,286.*

Holyoke, Transcript, daily. *Act. av. for year ending May, 1906, 7,329; 3 mos. '07, 7,342.*

Lynn, Evening Item. *Daily sworn av. year 1906, 15,068; Jan., 1907, or 16,017.* The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Lynn, Evening News. *Actual average for year ending Dec. 31, 1906, 7,226.*

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield, Good Housekeeping, mo. *Average 1906, 209,579. No issue less than 225,000. All advertisements guaranteed.*

Woburn, News, evening and weekly. *Daily av. net paid circ. March, 1906, 7,508. Weekly, 1,451.*

Worcester, Evening Gazette. *Actual sworn average for 1906, 11,491 copies daily; Feb., '07, 15,506; March, 1907, 15,768.* Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (©). *Paid average for 1906, 4,382.*

MISSOURI.

GUAR AN TEED
Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. *April daily average 7,786.*

Jackson, Patriot. *Average Mar., 1907, 7,608; Sunday 8,487, both net paid.* Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily, Sunday. *Average 1906, 14,397; April, 1907, 14,761.*

Saginaw, Evening News, daily. *Average for 1906, 19,964; Apr., 1907, 20,987.*

Tecumseh, Semi-Weekly Herald. *Actual average for 1906, 1,158.*

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1906, 37,886.*

Minneapolis, Farm, Stock and Home, semi-monthly. *Actual average 1906, 37,187; average for 1906, 100,266.*

GUAR AN TEED
The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Daily and Sunday. *In 1906 average daily circulation 74,054. Daily average circulation for April, 1907, 76,757. Aver. Sunday circulation, April, 1907, 74,040.*

GUAR AN TEED
The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. *1906, 52,010.*

CIROULAT'N
Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. *The Sunday Tribune average per issue or the year ending December, 1906, was 81,372. The daily Tribune average per issue for the year ending December, 1906, was 102,164.*

St. Paul, A. O. U. W. Guide. *Average weekly circulation for 1906, 22,542.*

St. Paul, Pioneer Press. *Net average circulation for January-July 25,302, Sunday 22,487.*

GUAR AN TEED
The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald, Av. Mar. 4,500 (Sat. 5,300). Best outside Twin Cities & Duluth.

MISSOURI.

Jeppin, Globe, daily. *Average 1906, 15,254. Apr., 1907, 17,248. E. Katz, Special Agent, N. Y.*

Kansas City, Journal. Circ'n. 275,000, 206,555 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 15c.; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

Kansas City, Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph, News and Press. *Circulation 1906, 26,079. Smith & Thompson, East. Reps.*

St. Louis, Courier of Medicine, monthly. *Actual average for 1906, 9,925.*

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. *Average for 1906, 8,000 (©). Eastern office, 59 Maiden Lane.*

St. Louis, National Farmer and Stock Grower monthly. *Average for 1906, 104,300.*

MONTANA.

Missoula, Missoulian. Every morning. *Average 12 months ending Dec. 31, 1906, 5,107.*

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. *Average 1906, 147,032.*

ATLANTA JOURNAL

STANDS THE "ACID TEST"

On Feb. 2d, the *Georgian and News* said:

"Regardless of the advertised claims of any daily paper in Georgia, we say to the public that we will pay for the examination by the American Audit Company, under the same conditions that they examined the *Georgian*, and will give \$1,000 worth of coal to the Orphan Homes that may be selected by Mayor Joyner, Rabbi Marx and Forrest Adair, if more than 40,000 paid circulation (not including Sundays) can be shown as an average for three months ending January 31, 1907, the findings to be published."

The ATLANTA JOURNAL immediately placed its plant and records at the disposal of the American Audit Company.

On April 20th, the American Audit Company reported:

"In this examination [of the ATLANTA JOURNAL], according to your instructions, we have applied the most rigid test that we could devise, including in our figures only circulation for which we could identify actual money received. Our examination might be likened to the "acid test" as applied to gold, as it would hardly be possible to make a more severe test than that to which your circulation has been subjected. We have never before made such an examination of any newspaper.

"The issue, which our examination was intended to decide, being whether or not the JOURNAL could show a daily average paid circulation of more than 40,000 for the months of November and December, 1906, and January, 1907, we have directed our labors entirely to that end, and have satisfied ourselves beyond all doubt that the average, money-paid circulation of the "Daily Journal" for those months is more than 40,000. We do not undertake to say how much more, because, after determining that it passed beyond that figure, our investigation ceased."

The Actual Money Test

During the months of November and December, 1906, and January, 1907, the DAILY JOURNAL circulated 3,863,531 papers, an average for 79 days of 48,905. For which it received in actual money \$40,848 for the DAILY JOURNAL alone, not including the Sunday or Semi-Weekly Editions. A net average of 1.05 cents per copy for every paper circulated. The net price of the DAILY JOURNAL to newsboys and newsdealers is one cent per copy.

Net Average Circulation: Daily Journal Sunday Journal

March, 1907 52,201 57,398

The committee named by Mr. Seely met April 23d and wrote Mr. Seely requesting him to send them his check for \$1,000.

THE ATLANTA JOURNAL, - Atlanta, Ga.

"The Journal Covers Dixie Like the Dew"

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,754.

NEW HAMPSHIRE.

Manchester. Union. Av. 1905, 16,753, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Daily average year ending Dec., 1905, 4,371.

NEW JERSEY

Asbury Park. Press. 1905, 4,812. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1905, 9,020.

Elizabeth. Journal. Av. 1904, 5,532; 1905, 6,515; 1906, 7,547; March, 1907, 8,161.

Jersey City. Evening Journal. Average for 1905, 28,005. First four months 1907, 24,069.

Newark. Eve. News. Net dy. av. for 1905, 68,023 copies; net dy. av. for Apr., 1907, 68,940.


Plainfield. Daily Press. Average 1905, 2,971. First 7 months, 1906, 2,955. It's the leading paper.

Trenton. Evening Times. Average 1905, 18,227; March, 1907, 20,676; 1/2 dy. av. 20,455.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,451. It's the leading paper.

Batavia. Daily News. Average 1905, 7,327. Jan., 1907, 7,474. Nothing like it elsewhere.

 Brooklyn. Standard Union. Printers' Ink says, the Standard Union now has the largest circulation in Brooklyn. Actual daily average for 1905, 49,339.

Buffalo. Courier, morn. Av. 1905, Sunday, 91,168; daily, 58,681; Enquirer, even., 32,688.

Buffalo. Evening News. Daily average 1905, 94,690; for 1906, 94,742.

Corning. Leader, evening. Average 1904, 6,258; 1905, 6,595; 1906, 6,535; Feb. av., 6,820.

Mount Vernon. Argus, evening. Actual daily average for 12 mos. ending Mar. 31, '07, 4,350.

Newburgh. News, daily. Av. '05, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1883. Actual weekly average for 1905, 9,706 (60).

Automobile, weekly. Average for year ending Dec. 29, 1905, 15,812.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,455.

Bensinger's Magazine, the only Catholic Family Magazine published in the United States. Guaranteed circulation, 65,000; rates 25c an agate line. With September, 1907, issue, we guarantee 75,000 circulation and rates will be 50c. an agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co. Ltd. Acers. for 1905, 26,611 (50).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1905, 8,543—sworn.

Jewish Morning Journal. Average for 1905, 57,698. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, 5,841.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1905, 11,705.

The People's Home Journal. 554,916 mo Good Literature, 452,500 monthly, average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,421; September, 1906, issue, 6,995.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 60,000.

The World. Actual aver. for 1905, Morn., 208,490. Evening, 371,706. Sunday, 411,974.

Rochester. Case and Comment. mo., Low. Av. for year 1905, 50,000. Guaranteed 20,000.

Schenectady. Gazette, daily. A. N. Ledy. Actual average for 1905, 18,058; 1906, 15,801.

Syracuse. Post-Standard. Dy. cir. last 3 mos. 50,350 copies. The home newspaper of Syracuse and the best medium for legitimate advertisement.

 Troy. Record. Average circulation 1905, 18,801. Average April, 1907, 20,081. Only paper in city which has permitted A. A. A. examination.

Utica. National Electrical Contractor, mo. Average for 1905, 2,635.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Concord. Twice-a-Week Times. Actual average for 1905, 2,455; 1906, 2,262.

Raleigh. Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1 to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and adv.

NORTH DAKOTA.

Grand Forks. Normanden. Av. yr. '05, 7,201. Aver. for year 1905, 8,180.

OHIO.

Akron. Times, daily. Actual average for year 1905, 8,977.

Ashtabula. Amerikan Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1905, 72,216: Sunday, 85,860. Apr., 1907, 70,905 daily; Sun., 90,560.

Coshocton. Age, daily. Net average 1905, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton. Times, daily. Actual average for 1905, 2,125.

Dayton. Laborers' Journal, mo. Circulation generally in U. S. and Canada; 5c. agate line. Rate, av. for 1905, 12,816 copies. Sole exclusively Union Laborers' paper published.

Dayton. The Watchword. Illus. Young People's Paper. Av. 1905, 37,971. 15c. per agate line.

London. Democrat, semi-weekly. Actual average for 1905, 8,668; now guarantees 8,800.

Newark. American Tribune leads in local and classified advertising. Ask for the figures. March average 5,727.

Springfield. Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. 455,000.

Springfield. Woman's Home Companion. Circulation, 600,000; 150,000 above guarantee. Executive offices, N.Y. City.

Youngstown. Vindicator. Dy. av. '05, 15,740. Ag. 10,000 in Leggett & Maxwell, N.Y. & Chicago.

Zanesville. Times Recorder. Av. 1905, 11,126. Guar'd. Leads all others combined by 15%.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1905 av., 15,918; Apr. 1907, 19,137. E. Katz, Agent, N.Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. May 3, 1907, 19,158.

Portland. Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland. Journal, daily. Average 1906, 28,578; for March, 1907, 28,550.

The absolute correctness of the latest circulation rating accorded the JOURNAL is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Portland, Pacific Northwest, mo. 1906 average 15,588. Leading farm paper in State.

PENNSYLVANIA.

Erie. Times, daily. Aver. for 1906, 17,110; Apr., 1907, 18,495. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Feb., 14,449. Largest paid circulation in H'b'g or no pay.

Seranton. Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1906, 15,297. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence. Daily Journal, 18,051 (©). Sunday, 21,840. (©). Evening Bulletin 28,620 average 1906. Providence Journal Co. pub.

Providence. Real Estate Register; finance, b'ld'g, etc.; 2,528; sub's pay 24% of total city tax.

Providence. Tribune. Morning 10,344; Evening 8,118; Sunday, 15,220. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1906 1,637. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dv. average for 1906, 4,474. December, 1906, 4,755.

Columbia. State. Actual average for 1906, daily (©), 11,227 copies; semi-weekly, 2,620; Sunday (©), 1906, 12,228. Actual average for first three months, 1907, daily (©) 12,525. Sunday (©) 15,655.

Spartanburg. Herald. Actual daily average for 1906, 2,180. December, 1906, 2,350.

TENNESSEE.

Chattanooga. News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247. One of only five papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in this field.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1906, daily 24,927; Sunday 24,286; weekly, 80,585. Smith & Thompson, Representatives, N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending December, 1906, 2,940.

Nashville. Banner, daily. Aver. for year 1906, 21,455; Jan. 1907, 23,588; Feb. 1907, 27,271.

TEXAS.

Beaumont. Texas, Enterprise. Average 1906, 5,487; present output over 10,000 guaranteed.

El Paso. Herald. Mfr. av., 7,451. Merchants canvass: "Herald in 80% of all E. P. homes."

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1906, 5,327; 1906, 4,112.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Association of American Advertisers.

Rutland. Herald. Average 1906, 2,527. Average 1905, 4,288. Average 1906, 4,677.

St. Albans. Messenger, daily. Actual average for 1906, 3,051; for 1906, 2,588 copies per issue.

"Nearly Everybody." The official figures for Philadelphia show that there are 290,701 dwelling houses in the city. The Bulletin's average circulation for March was 267,029 copies a day. This is pretty conclusive proof that "In Philadelphia nearly everybody reads the Bulletin."

Philadelphia. Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©).

FARM JOURNAL

PHILADELPHIA

"Unlike any other paper"

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday 52,456. Sworn statement. Circulation books open.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Wadlin, publisher.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,567. April, 1907, 2,621. *Largest circ'n. Only eve'g paper.*

Rocky Mount, Franklin Chronicle. wy. Av. 1906, 1,610; March, '07, 1,920 weekly. Home print.

WASHINGTON.

Seattle, The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 300,000 lines of classified.

That tells the story of results.

Average circulation in 1906 was 42,172 daily, 56,794 Sunday. Averages for January, 1907, were—Daily 44,911, Sunday 61,591. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Seattle, Post-Intelligencer (©©). *Average for Mar., 1907, net—Sunday, 28,959; daily, 29,955; week day, 28,224. Only sworn circulation in Seattle; only guaranteed Gold Mark and largest genuine and cash paid circulation in Washington; highest quality, the best service, the greatest results always.*

Tacoma, Ledger. *Average 1906, daily, 16,059; Sunday 21,798.*

Tacoma, News. *Average 1906, 16,109, Saturday, 17,610.*

WEST VIRGINIA.

Parkersburg, Sentinel. daily. R. E. Hornor, pub. *Average for 1906, 2,640.*

Ronceverte, W. Va. News. wy. Wm. B. Blake & Son, pub. *Aver. 1906, 2,220.*

WISCONSIN.

Janesville, Gazette. daily and s-w'y. Circ'n 1st 3 mos. 1907, daily 3,598; semi-weekly 2,552.

Madison, State Journal. dy. *Average 1906, 2,602; for Jan. and Feb., 1907, 4,609.*

Milwaukee Evening Wisconsin, d'y. Av. 1906, 2,439 (©©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, ev'g, independent. *Aver. for Mar., 1906, 46,948; Mar., 1907, 51,490. Daily circ'n, 7,547. The Journal's paid circulation in the city alone is larger than the total paid circulation of any other Milwaukee paper, morning, evening or Sunday.*

Oshkosh, Northwestern. daily. *Average for 1906, 8,099.*

**THE WISCONSIN AGRICULTURIST**

Machine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,124. Larger circulation in Wisconsin than any other paper. Ad. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. *Actual daily average for 1906, 5,126; semi-weekly, 3,898.*

BRITISH COLUMBIA.

Vancouver, Province. daily. *Average for 1906, 10,161; Mar. 1907, 12,854. H. L. Clerque, U. S. Repr., Chicago and New York.*

Victoria, Colonist. daily. *Colonist P. & P. Co. *Average for 1906, 4,392; Jan., 1907, 4,936. U. S. Rep., H. C. Fisher, New York.**

MANITOBA CAN.

Winnipeg, Free Press, daily and weekly. *Average for 1906, daily, 34,559; daily Apr., 1907, 37,514; wy. av. for mo. of Apr., 24,757.*

Winnipeg, Der Nordwesten. *Canada's German newspaper. Av. 1906, 16,177. Rates 50c. inch.*

Winnipeg, Telegram. *Daily aver. March, 24,568. Weekly av., 20,287. Flat rate, 35c.*

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and **Evening Mail.** *Circulation, 1905, 15,658. Flat rate.*

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. *Average for 1906, 6,085.*

Toronto, Canadian Motor, monthly. *Average circulation for 1906, 4,540.*

Toronto, The News. *Daily average circulation for the month of February, 1907, 40,210. Advertising rate 50c. per inch, flat.*

QUEBEC, CAN.

Montreal, La Presse, La Presse Pub. Co. Ltd., publishers. *Actual average 1906, daily 96,771; 1906, 100,087; weekly, 49,992.*

Montreal, The Daily Star and **The Family Herald and Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. *Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,152 copies each issue.*

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR. Washington, D. C. (©©). Carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the *Post-office Review*, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week every month and every year more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 316,300, an average of over 1,000 every day, which is 126,000 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During Mar., '07, the INDIANAPOLIS STAR gained 13 columns over Mar., '06—the STAR carried 13 more columns than its nearest competitor. The INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, 6c. per line.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

INDIAN TERRITORY.

ADMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over \$30,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL in 1906 gained \$9,960 paid "wants" over 1905, and carried 15,933 more than all other Topeka dailies combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in April 193,106 lines. Individual advertisements, 25,718.

CIRCULATION.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line. Am. News-line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c a word. Average circulation (1906), 10,773; Sunday, 14,007.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ANGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising notices, printing, typewritten circulars, rubber stamps, office devices, adverting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,500. Centawara.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 1914. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

THE EVENING TRIBUNE, Providence, R. I., largest paid circulation in the State.

SOUTH CAROLINA.

THE NEWS AND COURIER (C.), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate 25c.

THE Columbia STATE (C.) carries more Want ads than any other South Carolina newspaper.

WASHINGTON.

THE POST-INTELLIGENCER (C.), Seattle, Wash., is the leading "Classified Ad" medium of the Pacific Northwest. Readers respond to P-I. Want ads because every ad is a genuine "want," hence greatest results to advertisers. Over 41 columns a day was the average for March, 1907; 28 departments; 360 separate classifications. Write for sample copy. Rates, 10c. per line.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087. Saturdays 117,000—sworn to). Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal Daily Star carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates one cent per word per day, or four cents per word per week.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 53,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.
THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.
ATLANTA CONSTITUTION. Aver. 1906. Daily 35,590 (◎◎). Sunday 48,731. Wy. '04, 107,925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,945.

ILLINOIS.
GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more classified ads than all others in its line.

THE INLAND PRINTER. (Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.
LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.
LEWISTON EVENING JOURNAL. daily. Aver. for 1905, 7,598 (◎◎), weekly 17,448 (◎◎).

MASSACHUSETTS.
Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston

TEXTILE WORLD RECORD (◎◎). Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.
NORTHWESTERN MILLER (◎◎). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.
NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, 30,791 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

PENNSYLVANIA.
CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, 100,548; The Sunday Press, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.
PROVIDENCE JOURNAL (◎◎). a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.
THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.
THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.
THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in state. The biggest and best. Always reliable. Always ahead.

WISCONSIN.
THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin

CANADA.
THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,556, net rate.

(OO) THE (OO) MINNEAPOLIS JOURNAL

The Gold Mark Paper of the Golden Northwest

The Minneapolis Journal has been awarded the GOLD MARKS because its circulation, per thousand, produces more for the advertiser than that of any other newspaper in the United States.

THE JOURNAL is a clean, conservative, fearless and up-to-date newspaper whose readers represent the great purchasing power in the rich territory of which Minneapolis—the Northwest's metropolis—is the center.

The Great Home Paper

THE JOURNAL is the paper of the Northwest that goes to the homes. In consequence it reaches the greatest number of purchasing classes and its circulation is of the greatest value to advertisers.

Minneapolis merchants use THE JOURNAL more than they do the other two Minneapolis papers combined. **These merchants are on the ground** and know the great productive value of THE JOURNAL'S circulation.

Prestige in Advertising

In 1906 THE JOURNAL, Daily and Sunday, carried 7,442,820 lines of advertising. This was 1,723,260 more lines than was carried by any other newspaper in the Northwest. **Compared with 1905 The Journal showed a greater gain in advertising than the other five newspapers in Minneapolis and St. Paul combined.** And this, too, in spite of the fact that THE JOURNAL refuses all objectionable medical display, all clairvoyant and other classified advertising of an objectionable character.

SPECIAL REPRESENTATIVES,

O'MARA & ORMSBEE

NEW YORK,
World Building.

CHICAGO,
Tribune Building

A. E. CHAMBERLAIN, Western Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such case the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure—15 lines to the inch (\$5); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent. F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, May 15, 1907.

ADVERTISE something that is wanted. The goods that are in demand half sell themselves.

AN advertisement is virtually a promise, or a group of promises—and like nobility in the French proverb, imposes obligations. A good many customers, therefore, like to buy where something is publicly promised in advance.

EXTRA cold and unseasonable spring days have rather upset the advertisements that were written to hurry up the light overcoat and summer suit. Why not offer to throw in with the purchase of these spring garments—at half price—their counterparts for next winter?

AFTER July 1 all that any one has to do in case he wants a letter handled by special delivery, is to put on ten cents extra postage in any kind of United States stamps, write "Special delivery" under them and let her go. This convenience has been officially adopted by the Postoffice Department.

A TALKLESS barber shop has not yet been advertised. Perhaps it would not be the desideratum the humorous paragraphists pretend.

IN each of the Loft candy stores, New York, a man is detailed to pick up scraps of paper dropped by customers, and these pickings from the floor include many of the Loft advertisements, cut from various newspapers. Carefully sorted, tabulated and filed away, they are said to furnish a fairly accurate key of returns from advertising. Mr. Loft states that the number traced to the *New York Evening Journal* is more than twice that from any other paper.

Found a Good One.

Not long ago a New York advertising agency

was in a predicament common to agencies. It needed an advertiser. It wanted a good one, though. It wanted a crackerjack, a wonder, and was willing to pay for him if he could be found. But he couldn't be found until, one morning, the proprietor of this agency saw a newspaper advertisement for the *Saturday Evening Post* that seemed to him just the sort of stuff the writer he wanted ought to turn out. It was succinct, it was brightly told, and it expressed the policy of the *Saturday Evening Post* in a way that seemed to make all other magazines undesirable in comparison. "There! That's it; that's the man we want," said the proprietor, and on the next train for Philadelphia went an employee who could be trusted to find out who wrote those ads, approach him diplomatically, hire him at a fair salary, and get him away without offending Mr. Spaulding, the alert advertising director of the Curtis publications. It was late at night when the emissary got back, but the agent was eagerly awaiting him at the office. "Well?" he said, "how did you make out—did you hire him?" "Hire him!" was the reply, "Naw—what t'ell; it's George Horace Lorimer writes them ads!"

THE Banning Company, New York, has removed to the Brunswick Building.

It is stated that 21,000 buyers read the *Hardware Dealers' Magazine*. Four hundred of the largest manufacturers in various lines reach these distributors by advertising in the magazine.

A STILL merchant, like Dickens' "Joey Bagstock," may be devilish sly, but not necessarily wise. Many customers think that goods which are not worth advertising must be of inferior quality, or are open to suspicion.

LESLIE H. PEARD, for two years advertising agent of the Chesapeake and Potomac Telephone Co., of Baltimore, has been appointed advertising manager and head of the mail-order department of Hutzler Brothers, Baltimore.

THE Omaha *Daily News* is a representative paper because most local merchants use space in it every day. Every advertiser is guaranteed a fifty per cent larger paid city and country circulation than any other Nebraska daily with both morning and evening editions combined.

A COMMENDABLE export price-list just issued by the Paris Medicine Co., St. Louis, gives descriptions and prices on the company's various remedies in English, French, German and Spanish, and the list is furthermore printed and bound in railway folder fashion, so that it may be opened and hung up as an advertisement.

A SERIES of attractive postcards, issued by the Wheatly Hills Land Company, 1 West 34th street, New York City, bears forceful talks on the value of owning a home in the company's suburb of East Williston, on Long Island. All of the cards are addressed to the company, and by affixing name and address the reader can secure free tickets to East Williston.

SAN FRANCISCO has a new agency, the Johnston-Dienstag Company, 2170 Post street, composed of Samuel P. Johnston, J. L. Dienstag and J. E. Faltings.

THE variable speed alternating current motor, manufactured by the Guarantee Electric Co., of Chicago, is the first to be perfected, it is said, by any manufacturer. In both direct and alternating no resistance of any kind is used. Motors are set in friction contact with the fly-wheel of presses, and a variation of from 100 to 2,500 impressions per hour can be obtained by means of a foot pedal conveniently placed.

THE Sanitol Chemical Laboratory Company, St. Louis, makers of a well-known advertised line of about one dozen toilet articles, have increased their capital stock from \$1,000,000 to \$3,000,000, and propose to place same with retail druggists on a co-operative plan, thus giving retailers extra inducements to push the company's line. In 1897 only 500 packages of these products were sold. Last year's sales reached 5,500,000, and it is expected that this year's will exceed 8,000,000. The advertising appropriation for 1907 is said to be \$250,000.

A Fake Secretary Wilson, of the Department of Agriculture, protests against the use of "serial numbers" issued to manufacturers under the new food law as a means of advertising. Certain manufacturers have employed their numbers to give the public an impression that the number stands for a Government guarantee of their goods. It does not, of course. The Government issues a serial number to manufacturers who file a guarantee of their own goods, and while such a number can be printed on labels, it is only a means of identifying the manufacturer. Unless the practice is stopped, says the Secretary, he may publish a list of offenders.

FIRE seems to be actively pursuing magazine publishers this year. About \$100,000 damage was done to the large plant of the Blanchard Press, 270 Canal street, New York, on May 6. This concern prints many of the prominent New York periodicals.

JOHN C. HAYNES, head of the Oliver Ditson Company, Boston, the old music publishing house, and publishers of the *Musician*, died at his home in that city May 3 after a long illness. Mr. Haynes was seventy-seven years old, and since the death of the elder Ditson in 1888 had controlled the business.

THE June issue of the *Travel Magazine* will be a special All-America summer number, selling on news-stands for fifteen cents, its keynote being "America, the Great Vacation Ground," and articles being confined to resorts and trips in the United States and Canada. No advance will be made in the rate of \$6.25 per inch.

THE Louisville Herald Company, publishing the *Morning Herald* at Louisville, Ky., has been incorporated in New Jersey, with capital stock of \$600,000. The incorporators are George A. Newman, Jr., A. T. Macdonald, James W. Brown, Bernard Flexner, Fenton Dowling, Benjamin S. Washer and George A. Newman, Sr., all of Kentucky.

THE chain of stores idea is now to be employed in selling sheet music, two corporations having been formed within the past few weeks to open shops in various cities. The American Music Stores Company was first, and is made up of music publishers like M. Witmark & Sons, Charles K. Harris, F. A. Mills, F. B. Haviland Publishing Co. and Leo Feist. Closely following this combination comes the United Music Stores, organized by Maurice Shapiro, Helf & Hager, T. B. Harms Co. and Francis, Day & Hunter, all of New York City.

THE *Daily News* of Des Moines offers to run all advertising free if it cannot show double the receipts from city circulation of any other Des Moines daily.

THE *Theatre Magazine* for May is the largest issue that the publishers have ever put out, and contains among other interesting articles a critical paper on American theatrical posters, with examples of representative work of present-day American poster artists.

THE New England Advertising Company has been incorporated for \$10,000, and is now doing business in Boston. The incorporators are F. C. Friend and Miss E. S. Baker, and the agency is placing a number of mail-order accounts, a field in which it is proposed to specialize.

Blowing The Periodical Publishers' Association Themselves. The Periodical Publishers' Association, embracing in its membership the representatives of practically all the leading magazines and national periodicals, will hold its annual dinner on May 17th, at the Hotel Ten Eyck, Albany. In addition to the publishers and editors who are members of the Association, the guests will include a notable list of authors, artists and prominent men. The steamer "New York" has been chartered to convey the party up the Hudson. The guests will be entertained by the association at the hotel and will return to New York Saturday morning by special train on the New York Central. Dr. Hamilton Wright Mabie will act as toastmaster, and the list of speakers will include Governor Hughes, Speaker Cannon, President Hadley of Yale, Commander Peary, St. Clair McKelway, editor the *Brooklyn Eagle*; Theodore P. Shonts, president of the Interborough Railway Company of New York, and formerly chief engineer of the Panama Canal; Walter H. Page, editor *World's Work*; James Whitcomb Riley, and Sir Chentung Liang-Cheng, Chinese Ambassador.

GEORGE W. DALEY, formerly connected with Fels & Co., manufacturers of Fels-Naptha Soap, is now associated with the Linkin Advertising Service, Newark, N. J.

THE Cleveland Ad Club and the Manufacturers' Advertising Club, of that city, recently consolidated and celebrated with a dinner at which a hundred members were present.

THE New York Times does not rank among the leading classified advertising mediums of New York, its want business being chiefly real estate. It has, however, succeeded in building up one of the largest "Lost and Found" departments in the city by transferring such liners to the first column of the last page, in good position, and establishing a special bureau where articles lost or found may be registered by the public without charge. As a consequence, this department often runs nearly a full column.

Postal Thorns.

Canadian publishers are complaining almost as bitterly as Americans of the increase in rates on second-class matter, for the recent agreement puts a four-cent per pound charge on Canadian papers coming to this country. Not only do Canadian newspapers circulate many copies to Canadians in the United States, but the Dominion government, in building up the Northwest, has used Canadian newspapers as circulars, and the work may suffer a setback. Two of the French dailies of Montreal have so much circulation in New England that they are said to be planning separate publishing plants in Burlington, Vt., while American publishers are also credited with plans to establish Canadian plants. A general increase on rates of publications going from this country to Canada is being announced by publishers of all classes, and in most cases the advance to Canadian subscribers amounts to 100 per cent.

SUMMER VACATION NUMBER
JULY 1907
PRICE 15 CENTS
METROPOLITAN
MAGAZINE



THE METROPOLITAN MAGAZINE CO.
330 WEST 29th STREET NEW YORK

THE METROPOLITAN MAGAZINE reports an increase in cash advertising of fifty-six per cent (56%) for the month of June, over the corresponding month of 1906.

WHITE'S Class Advertising Company, the Chicago agency specializing in farm copy and farm mediums, has moved from the Caxton Building, that city, to larger quarters in the Electric Building, 118 Jackson Boulevard, where the entire top floor, 15,000 square feet of space, is occupied.

Leaders in Collars.

Fifty years ago the Troy shirt and collar manufacturing concern that is now Cluett, Peabody & Co. had a plant occupying 4,500 square feet, says the *Haberdasher*. To-day it occupies a hundred times that area, and is the largest concern in its line in the world. Robert Cluett, its head, recently retired, retaining his interest in the house, and is succeeded by Frederick F. Peabody, heretofore in charge of the Chicago branch. There are now eight Cluett's in the company, and two Peabodys.

ANOTHER Clover Leaf paper will make its appearance on May 26th. This one is the *Star*, and will be published at Duluth as an evening, penny paper.

A. A. KING, advertising manager of the Reading, Pa., *Telegram* has gone to Chicago to represent the Frank A. Munsey newspapers. E. D. Westcott leaves C. K. Whitner & Co., a Reading department store, to fill the vacancy caused by Mr. King's resignation.

Akron's Staple.

If there is one town in Ohio that ought to expand naturally, it is certainly Akron. For Akron is made of rubber. A single concern located there, the B. F. Goodrich Company, manufacturing druggists and stationers' rubber sundries, boots, shoes and tires, has an output of \$12,000,000 annually, or nearly one-fifth the entire rubber and elastic manufactures of the country. In addition to this leading concern, there are in Akron:

Goodrich Hard Rubber Company, hard rubber goods; Diamond Rubber Company, rubber tires and mechanical goods; Goodyear Tire & Rubber Company, tires; Buckeye Rubber Company, tires; Aladdin Rubber Company, rubber shoddy; Stein Double Cushion Tire Company, solid tires; Swinehart Clincher Tire and Rubber Company, tires; Miller Rubber Company, druggists' rubber sundries; Rubber Products Company, mechanical and druggists' sundries; American Hard Rubber Company, hard rubber products; Alkali Rubber Company, reclaimers of rubber; Betzler & Wilson, fountain pens; Star Rubber Company, rubber dipped goods.

There is a rubber trade journal in Akron, the *Rubber Trade Review*; a concern that confines its activities to plans for rubber-working machinery and rubber products, and several concerns that deal in crude rubber and scrap, rubber machinery, etc. At the automobile shows in large cities last winter it was found that fully sixty per cent of all the auto tires on exhibition machines came from Akron. While the present population of the city is only 50,000, Akron also makes agricultural implements, sewer pipe, mining machinery, matches, pottery and paper boxes.

Fine Investment.

Investors who are given to taking genuine flyers are informed through the advertising columns of several newspapers hereabouts that the stock of the greatest Air Line on record cannot be bought hereafter for less than \$47 a share. The railroad is the Chicago-New York Electric Air Line, which promises to fly its trains between the two most populous municipalities in America in ten hours, all for the small sum of \$10. Last October the stock of this project was quoted, according to the advertisements, at \$26 a share, with a warning to get in while the getting in was good. At that time Burr Bros., inc., were the fiscal agents, with offices in this city in the Flatiron Building. The offices are still in that building, but the Hancock Company are now the general agents. Since last October there have been nine rises advertised in the stock. Nowhere, however, in these invitations to buy stock is the detailed route between Chicago and New York given. A map is printed showing connections between the two big cities in a straight line as a bird flies when it desires to fly straight. On one end is New York and on the other is Chicago, while hovering vaguely in the distance along the line are La Porte, Ind.; Toledo, Ohio, and Cleveland. The first proposition was to run trains in ten hours from Chicago to New York at a fare of \$10, but the recent advertisements haven't much to say about ten hours. What is puzzling not only the most expert electrical engineers of the country is how any railroad could be built to maintain a speed of seventy-five miles an hour for 750 miles and still only charge \$10 for the ride. Hard-headed people who just do the practical work of building railroads without regard to stock issues or flyers in the market will tell you that a road complete, such as is described in the literature of the Air Line, would in all probability cost nearer to \$1,500,000,000 than to the price named in the Air Line literature.—*New York Sun*.

ROBERT C. CAMPBELL, the Chicago billboard magnate, has disposed of his outdoor advertising interests in that city and surrounding territory, and will go to Europe August 1, to reside three years, acting as the European agent for billboard interests in the cities of New York, Chicago, Brooklyn, Pittsburg, Cincinnati and St. Louis, as well as a solicitor-at-large for the billboarders' association. In this capacity he will form acquaintances with the prominent British and European advertisers and endeavor to extend their business to the American billboards. Barney Link, of New York City, has acquired Mr. Campbell's plant.

The Woodburys.

The J. H. Woodbury Dermatological Institute, 22 West 23d street, New York City, is a corporation under the laws of that State of which Will Woodbury is president. The interests of J. H. Woodbury were purchased several years ago for a sum amounting, it is said, to \$125,000. Under the terms of this contract it is understood that the J. H. Woodbury Company has not the privilege of using the title under which it is doing business, and it is said that a suit is now being entered to prevent J. H. Woodbury continuing to do business under that name. The Woodbury Dermatological Institute, 22 West 23d street, is now practically owned and operated by Andrew Jergins & Company of Cincinnati. Its advertising is no longer placed by Will Woodbury or the Woodbury-Ayres Company, but as a result of a misunderstanding between the various officials of the institute, the business is now placed direct. J. H. Woodbury Company succeeded the Woodbury & McGrath Company, which formerly did business at 244 West 23d street. There has been considerable misunderstanding among the advertising fraternity relative to the two concerns, and the information given above is as correct as it is possible to give it.—*Commercial Union.*

La Presse, of Montreal, will not raise its subscription price to \$6, as has been asserted, on account of the new postal regulations. The price will remain \$3 a year.

Who Can Stop Them?

There must be a large public that is unreachable through any form of periodical, if statements concerning a couple of "endless chain" schemes are true. Three years ago somebody sent out an endless chain letter soliciting prayers in the name of a Protestant Episcopal bishop, with a request to pass the plea along on the usual lines. The bishop has denied connection with this scheme, and newspaper appeals, letters and many other mediums have been tried to stop it. But it goes on. Another scheme of the same sort was started in England on behalf of a well-known charity, without authority, and newspaper announcements have failed to hinder it in the least. The last chain, very curiously, is a plea for funds, and while thousands of well-meaning people who do not read the newspapers continue to pass the begging letter along, very little actual money comes in as a result.



JUNE BRIDE COVER.

THE MUSIC TEACHER'S ADVERTISING.

How to market his product is the problem confronting the musician no less than the manufacturer of pianos. The piano maker has pianos to sell, the vocal teacher has lessons to sell, and both must find a purchaser. The teacher may have a method that will remove all vocal defects along with original sin, while you wait, but before it can exert its regenerating influence to material advantage, some one must know about it and want it. Most persons will agree, then, that what the teacher needs is publicity, and the cry is constantly ringing in his ears, *advertise*. And he does. Not always wisely, perhaps, but in many cases continuously.

The Medium.—The thing first to be considered in advertising is the medium. The paper which circulates most largely among musical students would naturally be the best medium for the music teacher. If it does not reach the student class it is practically worthless.

Preparing the Copy.—There is more psychology in writing an advertisement than the average individual suspects. In several universities with which I happen to have some acquaintance, the classes in psychology have made a serious study of the construction of advertisements in order to discover the principles involved. I have lately read a book which advanced with considerable warmth that the esophagus and stomach are the only vocal resonators. I have no doubt if this were sufficiently advertised it would not only sell the book, but also create for its author a profitable following of persons who are willing to divert the functions of those organs to something more artistic than that with which they are usually accredited, and pay the originator of the indigestible idea for showing them how. An advertisement must not be written at haphazard. If the advertiser would make the reader believe that he wants, needs and

must have that particular thing, he must follow certain principles. The first of these is *attention*. An advertisement is useless unless it is read. Consequently it must attract attention the instant the eye rests upon it.

Interest. Desire. Action.—If, in reading the advertisement, the *interest* is aroused the second step has been successfully taken. If the matter is sufficiently attractive that it arouses the interest to the point of *desire*, then from the advertiser's standpoint things are progressing satisfactorily. The next step is *action*, and the teacher should receive a call soon after. Many advertisements are dead from the beginning. They do not attract attention. Many die at the second step. When they are read they arouse no interest. Only a few stimulate interest to the point of desire, and of the number thus affected only a small percentage act. So it will be seen that of the whole number reading the advertisement, only a fraction of one per cent orders the goods. If every reader of an advertisement should apply for lessons no professional man could possibly take care of the business.

Honest in Statement.—In offering his product to the public the teacher will do well to keep that same public in mind. There are some things it will not stand for. He should be honest and not offer more than he can deliver. It is not difficult in reading an advertisement to tell whether the teacher is sincere or whether he is angling for suckers. Catch phrases should be avoided. For example "Italian method" has been overworked to such an extent that whenever I see that embodied in a singing teacher's advertisement I shy at it. I somehow feel that the teacher is having a hard time making a living, and is trying to get pupils by unfair means. The class of persons of most value to the teacher does not believe in such nonsense, and by such trickery he is driving from him those who can do him most good. In offering his professional skill to the public, one

should not be too extravagant in his estimate of his ability. To agree to do things no one has ever yet succeeded in doing is, to say the least, doubtful advertising. For instance: When I read of one who agrees to take people anywhere between the ages of three and sixty and give them the voice of a Patti or Plançon, I think of dishonesty and quackery.

Specializing.—Another mistake the advertiser should avoid is that of offering to teach everything in the curriculum. In these days of specialists the man who does one thing well has his hands reasonably full. However brilliant and accomplished one may be, to offer himself as teacher of piano, organ, composition, singing, violin, mandolin and guitar, is laying himself liable to serious misunderstanding at least.

Clearness.—The advertisement should not be mystifying or of doubtful interpretation. The following always affect me in the opposite way from that desired by the advertiser: "Voice training according to physiological principles," "Interpretation according to musico-declamatory principles!" And this one: "Voice training through physiologico-phonetic methods." They always suggest to me something like electro-magnetic baths, located on a side street and which smell like a laundry. The following possesses sufficient mystery to make it attractive: "Lessons in the traditional school of singing." This gives the teacher an opportunity to do or say anything he likes without fear of contradiction. What is the traditional school of singing? No one knows, and every one knows he doesn't know. This eternally digging up the past and offering it to the public as superior to the present is questionable. Some advertisers carry modesty beyond the limit. This one: "A limited number of pupils accepted." Between the lines it reads this way: "Now stop this rush and don't crowd. I can't take care of all of you. Get in line and take your turn." There is no record of the police having been called in to

disperse such crowds. Such a card as the following would not, in my opinion, attract the most desirable class of students: "Vocal lessons. Physical culture a specialty." Physical culture is all right, but somehow it does not fit with artistic interpretation of the song classics. When I think of physical culture there rises before me a man whose frame is heavily upholstered with muscular tissue, and who puts one through a stunt that requires a Turkish bath immediately afterward.

The real nature of advertising is oftentimes misunderstood. One places his card in a music journal and if business does not immediately begin to flow from it he condemns the medium. Advertising will never make a good music teacher. It remains for the teacher to prove by his work that what he says of himself is true. He himself must make his advertising pay. His card is worth nothing until he does something to prove it, and the more he does the more valuable it becomes. I conclude, then, that if one has something worth while to offer, selects the right medium, states in an honest, straightforward manner what he can do and then does it and keeps everlastingly doing it, he will make his advertising pay.—*D. A. Clippinger, in The Etude.*

AN ASSET.

A trademark advertised to and demanded by consumers is an asset that bank failures cannot rob you of, that competition cannot break in at night and steal, that market fluctuations cannot dissipate.

Consumer-demand created by your money, and by your own venture alone, for your own goods, is your best means to gain and retain the friendship and respect of both wholesalers and retailers.

A market that embraces the whole country is an assurance that your growth is not to be limited,—that your trade cannot be isolated and overwhelmed by concentrated competition, and that local disturbances cannot seriously affect your progress.—*W. H. Black, Butterick Trio.*

Why should a grocery man advertise spasmodically? His clerks work every day, his capital is invested every day, people buy groceries every day and his wagons deliver every day. Then why not keep his advertisement running every day.—*Commercial Union.*

FOR EXPORT TRADE.

A new body lately formed, under the title of National Export Association of American Manufacturers, seems to offer an efficient method of attacking the foreign trade problem. William A. Harris, of the Wood & Harris Steam Engine Co., Providence, is president of this new organization, and the treasurer is Elam Ward Olney, of the Red Cross Powder Co., New York. Offices have been established in the Park Row Building, New York, in charge of R. Wohlfarth, secretary.

It is stated that merchants in foreign countries, and especially Europe, while they may be desirable as direct buyers of American goods, are never true business builders. They try to monopolize trade for their own good, and are useful to the American manufacturer only so far as they can demonstrate the saleability of his goods in their territory. He should follow up such openings with his own agents, working on commission, who can deal with all the merchants in a given market, breaking up monopoly. The new association offers to find qualified foreign agents for American manufacturers, and also plans to establish headquarters abroad for the display and sale of American goods, with head offices in Paris, and branches in London, Hamburg, Berlin, Vienna, Milan, Barcelona and St. Petersburg.

Most European markets have home industries, and complex trade organizations to be studied. The association undertakes to show how to introduce goods into those markets on a sound business basis, provided they are marketable abroad. It will cover the international buying centers at London, Paris, Hamburg, etc., where American goods, it is said, can find ready sale all over the world. It will also secure for members guarantees of foreign accounts after sales are made abroad, so that invoices may be settled outright for cash in New York against shipping docu-

ments. Owing to lack of this latter form of service, and working against the long-time credit systems of many foreign countries, our manufacturers have lost much desirable business.

Markets will be investigated; guarantees secured for goods sent to foreign agents on consignment; catalogues filed for reference at the foreign offices and the service advertised; popular demand created by suitable propaganda on a much larger scale than has heretofore been done; public contracts and special movements in trade lines reported; foreign advertising mediums listed and winnowed; samples and literature procured from the foreign competitors who must be met; trademarks and patent applications registered in foreign countries; supplies of raw materials looked up; manufacturing and technical experts secured; and so forth. When an emergency arises, the association will be ready to step in immediately as the personal representative of its members, and it also aims to keep them informed of all industrial improvements, new inventions, new goods, etc., that develop in any given line.

The ideal situation for building foreign trade, says Mr. Wohlfarth, would be to have each American manufacturer individually open his own centrally located office on European soil, preferably in the northwestern corner of Europe, where is found the center of gravity of the world's trade. As this is not practicable on a wide scale at the present development of our export trade, the association seeks to approximate such an ideal condition. Membership costs \$100 per year. It is hoped that in a measurably short space of time the present unfavorable conditions under which American manufacturers work in the export field will be ameliorated, and a great volume of sound foreign business built up.

It is one of the easiest things in this world to attract attention, but it is quite another to attract attention and money at the same time.—*The Profit Maker.*

THE REAL NEWS AD.

No term in advertising is so much abused as the word *news*. Reference to "store news," "factory news" and the like is quite frequent among advertising men. Some insist that every advertisement must have news value. Some believe that each of their announcements is a piece of news. As a consequence of this loose use of the word, few advertisers really know what a genuine news ad is, or how to prepare and print one, or what an excellent note of piquancy such an ad can be made to give a campaign when used not too often.

"NEWS—Fresh information concerning something that has recently taken place," is the definition of the Standard Dictionary. A true news ad is one that connects a commodity with some recent event of general interest. When the clothier takes half a newspaper page to describe a spring selling orgy, he fancies he

would constitute a real news ad. If the President telegraphed for the first instrument turned out in the new piano model, *that* would be news, too, and worthy of being played up as such.

When a manufacturer secures an important court decision, he usually has the basis for a genuine news ad, and should utilize the material as one of the New

Last Night?

Certainly—

**White Rock was selected as
the exclusive water for the
Southern Society
Dinner at the
Hotel Astor.**



York department stores has done during the progress of its suit against the association of book publishers. The latter are trying to prevent the selling of current novels at cut prices. This store celebrates each decision in its favor with a cut-price sale of books. The decision is made the leading theme of the ad—the news interest—instead of reduced prices. When the Pure Food Law was finally passed, the bottlers of Mount Vernon Rye Whiskey came out with a picture of the characteristic square bottle associated with that brand, and the information that "It's Square!" and that no change in Mount Vernon Rye was made necessary by the new statute. This was an old fact told in a news way. When White Rock came out in the New York dailies the morning after the Southern Society's dinner, stating that this water had been used, it was a piquant bit of news advertising. If a bank swindler were caught to-day through detection by a safety paper or similar device, the safety paper company would have material for a real news ad tomorrow morning. And so forth.

The genuine news ad can often be arranged weeks in advance, and it is even possible to manu-

It's Square

Always Has Been
Always Will Be

**No Change in Label
Because of Pure Food Law**

The Square Whiskey in
The Square Bottle

Distillery (Inc.) Bottling

COOK & BERNHEIMER CO.
NEW YORK

This is it:



is publishing news. But he isn't. Nor is the announcement of a new model in pianos or furniture of a news nature, however interesting and new it may be to the public in itself, as a bit of information about merchandise.

If Admiral Dewey happened to visit the clothier's town, however, on the day such a sale started, and entered the store, and bought a \$15 suit for \$10.50, that would be a news event of genuine general interest, and an ad about Dewey's visit in next morning's paper

facture the news interest, as was doubtless done in the White Rock case. But the *effect* of such an ad on the public must be that of something that happened to-day, or late last night, so that the news value is not lost, or allowed to grow stale. If the ad could be printed next week as well as this morning, without losing timeliness, then it probably lacks the requisite element of news value.

USING YOUR ALUMNI.

"A pleased purchaser is the best advertisement."

So goes the proverb.

But do *you* use the pleased purchaser for what he is worth as a medium?

Hundreds of business houses spend money to interest the man who hasn't bought yet, and then, after all this hard work to educate, convert and sell to him, let him severely alone ever after. Yet who is so likely to be posted on your commodity as the purchaser who is using it every day?

Few indeed are the firms that take the trouble to keep track of purchasers, preparing advertising matter for their personal information, talking to them on the familiar basis of mutual knowledge about the goods. Some of the automobile manufacturers are finding out the value of their "alumni" as an advertising medium, however, and utilizing this alumni to excellent advantage. The Maxwell auto is advertised by frequent fuel and economy tests. Not long ago three of these cars were run from Trenton, N. J., to Atlantic City, one on denatured alcohol, another on kerosene, and the third on a combination of kerosene and gasoline. Primarily, the object of such a test is to really find out things about fuel. Then comes the newspaper notice that is secured through technical reports of results. After that, these tests make good ammunition for salesmen. But when every possible twist and turn has been given to such material in selling cars, the company still has its alumni, a body of fully 5,000 owners of Maxwell cars, who are interested in learning

what may be done with fuels, etc., and who keenly follow all performances of the Maxwell. For these owners the company issues special matter, written on a somewhat technical basis for persons who know the car by running it, and this matter gives directions for applying new discoveries to cars that have already been sold. Hundreds of owners write in for this special advertising matter, and each owner is thus made a center of promotive work.

The same company has also devised a correspondence school course of talks on running the Maxwell solely for the benefit of its alumni. There are eight lessons in the course, dealing with fuels, tires, ignition and so forth. A similar course taken through a technical school costs from \$25 to \$40. The company charges \$5 for the course where persons not owning a Maxwell apply for it. But to the alumni it is free.

It is short-sighted policy to imagine that every transaction ends with a sale. Any business house of integrity stands ready to deal further with the displeased purchaser. Every business house that hopes to realize the highest percentage of return from its advertising should divert some of its expenditure to the pleased purchaser, and expect things from him. He may never buy again. But that does not prevent his being cultivated as a center of influence. Advertisers are usually interested at once when a solicitor demonstrates that he can reach 100,000 persons they have never reached with other mediums. And yet, nine times in ten, that circulation may be unprofitable compared with the advertiser's own list of persons who have bought his goods. Mail-order concerns buy fresh names at \$10 per thousand and upward, while the names of people who have bought goods of some of these very catalogue houses are estimated to be worth \$250,000 to \$5,000,000. They are paying good prices for an uncertainty, and neglecting a certainty that costs them nothing.

Cultivate your alumni

IN PROVIDENCE.

The correspondence printed below reveals an interesting newspaper condition in Rhode Island:

PROVIDENCE, R. I., April 10, 1907.

Printers' Ink Publishing Co., Publishers of Rowell's American Newspaper Directory, New York, N. Y.:

GENTLEMEN—We note that you have given the Guarantee Star to another newspaper in this city. The fact that two papers here now have the Star and each of these papers question the circulation claims of the other draws special attention to the newspaper situation in this city. The paper, other than the *Tribune*, to which you have awarded the Star, we know had a circulation of 37,600 copies in February, 1906. Since that time we feel certain that it has lost several thousand copies, yet you accept their rating of 36,620 copies.

In their statement, a copy of which we enclose, there is apparently an effort to increase the value of their statement, and naturally belittling your guarantee as applied to the *Tribune*, their claim being that they have "by far the largest circulation in Rhode Island, selling several thousand more copies every day than any other paper in the State claims to print."

Now there are circulation statements and circulation statements, as you in your experience well know, but circulation examinations are sometimes different propositions to circulation statements. We have endeavored for nearly a year to get some one to make an examination of the books and accounts of both papers, but without success. We do not know how deeply PRINTERS' INK goes into these matters, but we want to say to you that we will very gladly pay the expenses of a thorough examination of both papers, if you will undertake it.

Very truly yours,

THE PROVIDENCE "TRIBUNE,"

M. S. Dwyer, Manager.

PROVIDENCE, R. I., April 15, 1907.

Mr. R. W. Palmer, President of Printers' Ink Publishing Company, 10 Spruce Street, New York City:

DEAR SIR—We have your note of April 13th asking us if we wish to make any suggestions or remarks in regard to the copy of the letter enclosed.

For fifteen years the paper whose manager has written to you, has been trying to draw the *Journal* and the *Bulletin* into circulation rows. The paper has changed its name and management, but not its practices. We have found it wisest to question no other paper's circulation and to make sure that our own is not open to question.

Thanking you for your courtesy in sending us the letter, I am,

Yours sincerely,

PROVIDENCE JOURNAL CO.,

Frederick Roy Martin, Editor and Treasurer.

PROVIDENCE, R. I., May 3, 1907.

Printers' Ink Publishing Co., New York, N. Y.:

GENTLEMEN—We have your favor of the 27th ult., containing enclosure from the Providence Journal Co.

We beg to state that the assertions contained in the enclosure will not bear investigation. It is true that the publication which the *Tribune* succeeded made extravagant circulation claims which were without foundation, and it is true that the *Journal* and *Bulletin* never paid any attention to them. But things have changed very much since the *Tribune* was established.

In the first place, the men who are now at the head of the *Tribune* management occupied similar positions with the Providence Journal Company for years previous to the birth of the *Tribune* and during the entire fifteen year period referred to in the enclosure from the Providence Journal Company, and longer.

Secondly, the men now in charge of the Providence Journal Company are to a large extent newcomers in this field, but among them is the man who was supposed to be at the head of the circulation department of the paper which the *Tribune* succeeded. We understand that this man occupies a practically similar position with the Providence Journal Company.

Since the *Tribune* was established about a year ago, its circulation has increased about 15,000 copies daily over the actual circulation of its predecessor. The advent of the *Tribune* really revolutionized the local newspaper field, and we feel certain that several thousand persons who formerly read the publications of the Providence Journal Company now read the *Tribune*.

As to the assertions in the enclosure that the Providence Journal Company deems "it wisest to question no other paper's circulation," we submit herewith a copy of an advertisement taken from the *Evening Bulletin* which contains the statement that the *Bulletin* "sells several thousand more copies every day than any other paper in the State claims to print." This statement was printed in the announcement of the Star Galaxy award. Furthermore, we also call your attention to the Want ad medium advertisement of the *Evening Bulletin* in PRINTERS' INK, which says that the *Evening Bulletin* has "by far the largest circulation." The advertisement of the *Tribune* immediately below the *Bulletin* advertisement states that the *Tribune* has "the largest paid circulation in the State." Either one or the other of these statements is untrue, and each reflects upon the announcement of the other.

The fact that PRINTERS' INK has guaranteed the circulation of both the *Tribune* and the *Bulletin* seems to us to rather put the matter up to PRINTERS' INK.

I enclose herewith an advertisement from another State newspaper which ridicules the whole matter of the Star guarantee. As for us, we question the truth of your statement regarding the *Bulletin's* circulation, and it seems to us that there should be some way by which you can prove the value of your

guarantee. The *Tribune* is eager to do all in its power to aid you so far as its own circulation is concerned. The newspaper situation here is sufficiently acute to warrant the taking of some positive action by a publication of your standing.

We will esteem it a favor if you will kindly let us know if you consider the matter ended so far as you are concerned, or if you intend to pursue it further. Very truly yours,

THE PROVIDENCE "TRIBUNE,"
M. S. Dwyer, Manager.

The Printers' Ink Publishing Company, as publishers of Rowell's American Newspaper Directory, has obligated itself to pay a reward of \$100 to the first person who controverts the accuracy of the latest circulation rating accorded by the Directory to either the Providence *Tribune* or the Providence *Bulletin*. Until some applicant for the reward makes his appearance, with the requisite proof in hand, the publishers of the Directory would not seem to be called upon to take any action.

283 REPLIES, AND STILL
COMING.

INDIANAPOLIS, May 2, 1907.

Editor of PRINTERS' INK:

I have before me a copy of your issue of April 24 and note the effort on the part of several of your correspondents to take a fall out of the *Star* on account of our publishing a statement to the effect that Indianapolis is the only capital of the United States that is the metropolis of the State. My high and exalted regard for the truth compels me to say that your correspondents are entirely correct in the position they have taken. Indianapolis is *not* the only capital in the United States that is the metropolis of the State. We admit it. In fact we were sufficiently acquainted with the census statistics to be informed of that fact before the advertisement was prepared. The advertisement in question was dictated to a stenographer at the eleventh hour and hurried into the mail in order to reach you in time for publication. The advertiser intended to establish a claim that Indianapolis is the only capital in the United States that is so essentially the real metropolis of the State, but the stenographer put him all to the bad and the error was not discovered until it was printed in PRINTERS' INK. The above statement is based on the following facts:

First—Indianapolis is located in the exact geographical center of the State.

Second—There are no other cities in Indiana of the same or even approximately the same population as Indianapolis. The population of Indianapolis is more than four times as great as that of any other Indiana city.

Third—More than a million and one-

half people are within two hours' ride of Indianapolis.

Fourth—Thirty-two steam and inter-urban railroads enter the city, by means of which all the great cities of the central west can be reached within five hours.

Fifth—In the last ten years, Indianapolis has made the largest gain of any large city in the country, the net gain being sixty and four-tenths per cent. Chicago is second with a net gain of fifty-four per cent.

Sixth—It is located within thirty-five miles of the center of population of the United States.

Do not these facts warrant our making the claim that Indianapolis is the only capital of the United States that is so essentially the metropolis of the State?

I have always believed that it paid to advertise in PRINTERS' INK. Now I am absolutely convinced that our advertisements are being read. To date we have received two hundred and eighty-three letters from all parts of the United States calling attention to the error in our advertisement, and they are still coming in.

Very truly yours,

THE STAR LEAGUE,
G. A. McClellan, General Mgr.

Ready-Made Homes Are Always in Demand.

People of democratic tastes, who like to "live in a house," but not in a lonesome one—solve the problem easily and to their profit by renting furnished rooms to pleasant people.

Those who advertise **PERSISTENTLY**, at a nominal cost, keep these "**READY-MADE HOMES**" always tenanted by **THE RIGHT KIND OF PEOPLE**, and the somewhat bitter problem of **HOW TO MAKE BOTH ENDS MEET** gives less concern.

A lady who set aside a few rooms in her house as "Ready-made homes" and began to advertise them was surprised to find how many of the "nice sort" of folks read *The American* and were looking for just that kind of furnished rooms.

This advertisement appeared recently in the *New York Journal*. Plenty of men of the "nice sort" ought to be able to maintain a dozen of these Ready-Made Homes.

Financial Advertising

appropriations are wasted unless expended in a medium which will appeal to the investor.

T H E

New York Commercial

does this every business morning, as its readers are made up of the class that make New York the financial center of the country. If you are not, you should be using space in

THE NEW YORK COMMERCIAL

8 SPRUCE STREET, NEW YORK

THE ability to buy cheaply is one of the most important attributes of commercial success.

THERE is one exception, however.

A MAN cannot buy printed matter as he would iron, or paper, or machinery.

FOR good printed things are made up just as much of brains as they are of presswork and technical skill.

THE *BARTA PRESS*, of *Boston*, can put personality into your printing, because of its experience in turning out the most splendid examples of commercial literature in America.

IT would not be amiss to let them explain their unusual facilities.

ADVERTISING SOLICITORS WANTED

SUCCESSFUL men of strong personalities who "have it in them" to *create* advertising and who already control good lines of general business can connect with a concern where more liberal recognition will be their lot.

We are not looking for men with vague statements of what they can do, or will "try" to do, at our expense. We seek only men with records.

If you are working under conditions which seem unfair or irksome, or for any reason are handicapped in making your efforts count for what they are worth, we would like to make it worth while for you to join our staff.

CHARLES H. FULLER COMPANY

112 Dearborn Street - - - Chicago

It's Worth a Chance

While we have in the past been more or less skeptical regarding your inks, we are anxious that you should know that the keg of news ink sent us in December has given the best satisfaction of any ink we have been able to get hold of in years.

LEADER, Morrisville, N. Y.

Many publishers throughout the country labor under the same impression as did Mr. Broad, of the Morrisville (N. Y.) LEADER, but lack the nerve to try a sample lot and consequently go along in a rut for years, actually throwing away their hard-earned money, by paying high prices for their news ink, simply because they are allowed thirty or sixty days on the bill. My terms are cash with order, and if the goods are not found satisfactory the money is refunded, also the transportation charges. Send for my sample book of colored inks. Address

PRINTERS INK JONSON

17 Spruce Street - - - New York

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE:
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The obvious purpose of the advertisement marked No. 1 is to interest women in a contrivance by which they are enabled to get several different views of their heads at the same time. This is such a thoroughly charming idea from the feminine point of view that it may not need a very strong advertisement to produce big results, but it seems as if the illustration of this particular advertisement was hardly calculated to gain the necessary attention on

it possible to adjust a window for ventilation in a manner that prevents anybody from opening the window from the outside. At the

COIFFURE AND TOILET MIRROR



Is indispensable to all well dressed ladies as a coiffure mirror. It shows a full view of the Front, Sides, Back and Top of the coiffure. Can be carried in a suit case. No woman should go to the country without one. Would like to send one to your home for demonstration. Write for Booklet No. 5.

THE COIFFURE MIRROR CO.
 40 West 33d Street NEW YORK.

No 1

the part of the thousands of women who would, undoubtedly, be interested if they knew what it was all about. The advertisement marked No. 2 shows very clearly what it is all about, and for that reason is far preferable.

* * *

Here is a little advertisement for Williams' Ventilating Window Sash Fasteners which is appearing in current magazines. It seems that this contrivance makes




No 2

left of the illustration some idea may be gained of how the fastener works, but what the man in

WILLIAMS'
VENTILATING
WINDOW-SASH
FASTENERS

Insures summer time comfort and safety from intruders. Ventilates window from top or bottom, or both. Impossible to open window from outside when adjusted for ventilation. Anyone can attach. Ask your Hardware dealer for Williams' Ventilating Window-Sash Fastener, or send 50 cents for prepaid sample. Write on letterhead, which shows you are either architect or contractor, and we will send sample free.

WILLIAMS' METAL STAMPING CO.,
 323 Babcock St.,
 Buffalo, N. Y.



the bed has to do with it is not clear. It may be that the intention was to show the utter sense of security in which the gentle-

man reposes, but as a matter of fact he might be having the worst kind of a nightmare so far as the reader can judge. It would have been far better to eliminate the man and the bed and give a better picture of the device, showing the way it is adjusted and just how it works.

* * *

The Gem Anti-Rust Hooks are not particularly well advertised in the advertisement shown here. The hook does not look any different from ordinary hooks, and the fact that you get one dozen



in a box is not particularly illuminating, as a good many articles are sold that way. If the price had been displayed in connection with this information, it might have attracted attention, provided, of course, it were a tempting price. There is too much black about this advertisement and not enough room for the text. As a result, it looks heavy and unattractive.

SEVERAL years ago I had quite a time in getting a long, complicated name for a paint and varnish changed to a short, easily remembered one. A rose by any other name might smell as sweet, but could not be ordered so readily from the florist's, and orders are what count.—*Exchange.*

AN OLD SIGN HOUSE.

The manufacture of signs for business purposes is naturally an industry of enormous proportions.

One of the largest makers of signs in the United States is the N. Stafford Company, New York, who have been engaged in this line continuously for fifty years, during which time they have established a world-wide reputation for the excellence of their products. In addition to metal signs they make glass, wood, enamel, wire, aluminum, tin and illuminated signs, wire signs with raised letters, and engraved metal plates for all purposes. Their raised letter metal signs are made with solid bronze or brass letters and borders, highly polished and placed on a dark oxidized or polished copper background. They are rich and ornamental in appearance, and owing to the materials of which they are made are practically indestructible.

An attractive and durable show window sign is made of gold glass letters. The letters are concave on the under side and thus form a vacuum, which, together with the special cement used, holds them securely in place. Being concave on the back and mirrored in gold or silver, they show on the front or face side a convex or half round effect, and the mirrored finish is so brilliant that the letters can easily be read at night. The gold is fired into the glass, and is therefore very durable. These letters can also be had in opal or white glass, and they make very handsome signs. For advertising purposes the letters can, if desired, be finished in special colors.

This concern makes a specialty of large and small sign letters and figures in bronze, brass and German silver, raised letter signs with oxidized copper backgrounds, and memorial tablets with raised or sunk letters in bronze, brass and German silver.

For store fronts, offices, window sills, etc., brass and silver plated signs are much used. A brass plate with letters sunk and enameled black, mounted on a wide base with beveled edges, makes one of the most attractive and durable signs that can be made, and the present heavy demand is an indication of the rapidly increasing favor which is being accorded this style of sign. Raised letter metal signs have always been very popular, and to meet varied requirements they are made in any shape, style or size required.—*American Exporter.*

◆ ◆ ◆

"I HAVE HEARD OF THEE BY
THE HEARING OF THE EAR."

BURLINGTON, Vt., May 7, 1907.

Editor of PRINTERS' INK:

For the first time since PRINTERS' INK started I have been cut off, for what reason I don't know. Such is life. Once, many years ago, a new generation arose "which knew not Joseph." How history repeats itself.

Here's the equivalent of a year's subscription. May PRINTERS' INK prosper.

Yours,
JOSEPH AULD,
Publisher News.

MR. FROTHINGHAM PROTESTS.

NEW YORK, May 1, 1907.

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK containing an interview with Miss Mason, principal of the well-known school for girls at Tarrytown, N. Y., we have a typical example of the unintentional injustice which frequently follows on the heels of a thoughtless and ill-advised statement.

Miss Mason, in telling the story of the development of her school, furnished the reporter with a tabulated statement indicating the number of replies received from a list of eighteen publications, including *Everybody's*, in which she had presumably advertised for twelve months from December, 1905, to November, 1906.

In this table *Everybody's* is shown as finishing at the foot of the list with only four replies to its credit—not a very brilliant showing—and some of our esteemed contemporaries made the most of it.

Now the fact is: not a line of Miss Mason's advertising appeared in *Everybody's Magazine* during the twelve months mentioned. Those four replies credited to our account during 1906 were the result of a few insertions of a small ad she placed with us in the Spring of 1905—nearly two years previous.

Viewed, therefore, in the light of actual facts, the four replies received so many months after her advertising had ceased to appear in our pages is about as eloquent testimony as any advertiser could wish concerning the long life of an ad in *Everybody's Magazine*.

Another point very much in our favor is the fact that, in accordance with Miss Mason's own statement, she used quarter-page display copy during the period mentioned, while in *Everybody's* she used only twenty-one agate lines or an inch and a half of space.

And again—in those days we had no School Department, much less a school rate such as we have to-day: \$1.50 per line. There will be a vastly different story to tell about *Everybody's* with its tremendous circulation of nearly 600,000 copies and its ridiculously low rate, before the end of the present term.

We know Miss Mason did not mean to misrepresent conditions nor to do us an injustice. She simply didn't think, that's all, and we have no doubt she will be glad to see the matter placed in its proper light.

Very truly yours,

ROBERT FROTHINGHAM,
Advertising Manager.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (100 lines) for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

WANTED—A good novelty or some staple article I can sell by mail. E. M. COOK, Glens Falls, N. Y.

WANTED—Linotype composition, 20c. per 1,000 ems, 8-point. KENTON REPUBLICAN CO., Kenton, Ohio.

I WRITE convincing "reason-why" advertisements. Address H. P. THURLOW, Editorial Dept. "The World," Park Row, New York City

A D WRITER—Position wanted by a Powell graduate who, if given the opportunity, thinks he can make good. "A. C.," care Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

MANAGER capable of taking full charge of large office. Must be well up on modern systems. Salary \$1500-\$1800. Call, write. HAP. GOODES, 305 Broadway, N. Y.

WANTED—Ambitious young man with some soliciting experience for advertising agency. Good future for earnest worker. Address "G. C.," Printers' Ink.

A D WRITER—Strongly recommended; young man with attractive style and originality, desires position offering possibilities of advancement. State salary. "R. B.," 355 Dudley St., Boston.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1888), Springfield, Mass.

A D WRITERS WANTED—Commission basis. Amateurs and others make big money with us. Two dimes, if sent now, signifies that you mean business, and we send in return suggestions and materials to work on. ARCHBOLD'S ADS, 8915 Meridian Ave., Cleveland.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

A N established business in the Central States issuing Farm Books and Newspapers requires capital for expansion and enlargement, and is particularly in need of the services of a Subscription Expert who can make a cash investment. A great opportunity for a bright young man. Address "PUBLISHER," care of Printers' Ink.

ADVERTISING WRITER (Agency Man) wanted. Must be employed in an Agency at the present time. Man of fresh, original ideas, but experienced, practical and thorough—one willing to change for opportunity of advancement in one of the most progressive and creative Agencies. State experience and salary and send samples, which will be returned. "AGENCY," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from lending concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my machines. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as **advertisers** and **ad managers** should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. "PRINTERS' INK" is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

MAILING MACHINES

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

FOR SALE.

FOR SALE—Two-letter linotypes, recently rebuilt, fully guaranteed, immediate delivery. Address **WHITE**, care Printers' Ink.

A BARGAIN—Only paper in live town; fine farming and stock-raising country; nets over \$2,000 yearly; good reason for selling. **McVIEW**, North Branch, Minn.

NORTHWESTERN DAILY located in fast growing city and district. No daily competition. 1906 business totaled \$17,078.55. Will be sold for \$18,000, as owners are unable to agree on policy. Proposition No. 370.

C. M. PALMER, Newspaper Broker,
277 Broadway, New York.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

PREMIUM NOVELTIES—NOT JUNK! Circulation Builders—Whoo! Back Up! For premiums consult **THE NOVELTY NEWS**, illustrated monthly, \$1.00 a year. Sample copy, 10 cents. Suite "G," 95 Fifth Ave., Chicago.

BUSINESS CHANCES.

DRUG stores and positions, U. S. or Canada. **F. V. KNIEST**, Omaha, Neb., U.S.A.

HALF-TONES.

WRITE for proofs and prices of good half-tones. **STANDARD ENGRAVING CO.**, 7th Ave., and 40th St., New York City.

NEWSPAPER HALF-TONES.
2x3, 7x5, 3x4, 1x1; 4x5, \$1.60.
Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.
HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 818, Philadelphia, Pa.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

ADWRITING.

GOOD COPY

with just the argument for selling goods, in an interesting way, by a man with selling knowledge—such a service for you at your pleasure. We make catalogs and booklets at their best, by one man process. Tell us your needs in a letter and we'll take up the question promptly.

THE CAMERON SELLING SERVICE
78 Fifth Avenue, New York

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

BILLPOSTING AND DISTRIBUTING.

EVERY National Advertiser who uses outdoor publicity can get guaranteed time display, subject to inspection, on billboards operated by members of the Associated Billposters and Distributors throughout the U. S. and Canada. **CHAS. BERNARD**, Secy., Rector Bldg., Chicago, Ill.

PRINTERS.

WE print catalogues, booklets, circulars, ad matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

PRINTERS' SUPPLIES.

Gordon Press Motors

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO.
Chicago, Ill.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

OFFICE PASTE prepared as needed. Try Bernard's Paste Powder; cleaner, better and cheaper than mucilage; mix it as needed with cold water; 216 cartons, enough for 12 months in average office; mailed postpaid to any address for 60 cents. **BERNARD**, 600 Rector Building, Chicago, Ill.

Let us send you a sample of our
"ESSO"

ELECTROTYPERS' MOLDING AND POLISHING GRAPHITE.

Prices furnished gladly.

THE S. OBERMAYER CO.
Cincinnati Chicago Pittsburg

PATENTS.

PATENTS that **PROTECT**
Our 3 books for inventors mailed on receipt of 6 cts. stamps. **H. S. & A. H. LACEY**, Washington, D. C. Estab. 1869.

ADVERTISING AGENCIES.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advg. exclusively.

THE IRELAND ADVERTISING AGENCY
Write for *Different Kind Advertising Service*, 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 26 Broad Street, N. Y. General Advertising Agents. Established 1872, Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (6¢) Greatest book of its kind. Published annually. 35th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

PAPER.

B. BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

CRASH FINISHED BOND—The latest in business stationery. Trial 100 note-heads or envelopes printed for 4c. White, blue, brown, corn, gray or pink colors. Samples of printing and catalogue of Rubber Stamps sent free. **HOWARD H. BROWN**, Dept. G, Old Bridge, N. J.

COIN MAILER.

\$2.60 PER 1,000. For 6 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO.**, Burlington, Ia.

ADVERTISING MEDIA.

THE RECORD is the *Woman's Home Companion* of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Two Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 8,000 daily.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 32k, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

PUBLISHING BUSINESS OPPORTUNITIES.

GREAT National weekly opportunity. A combination is now possible which would make a splendid foundation for the American national weekly demanded in this country. I want to hear from responsible parties. Come and see us.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

ADVERTISEMENT CONSTRUCTORS.

LITTLE ADVERTISING THINGS. Even the busiest man finds time to at least glance at any bit of advertising matter that is **DISTINCTLY NOVEL AND ATTRACTIVE**. If what you send him is **SHORT** and "straight to the point," he will generally read it. I make lots of eye-capturing bits of "soon-over-ness" that are most successful in harvesting orders—for those who circulate them.

Shall I send you some samples?
No postal cards, please.
No. 75, FRANCIS I. MAULE, 402 Sansom St., Phila.

ADVERTISING NOVELTIES.



We Make Ad. Novelties that talk **LONG** and **LOUD**. List 23 is **FREE**. Get it now. Adv. Novelty Co., Chicago. Able salesmen desired.



DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people **FOR ONE-FOURTH THE COST OF MAILING**. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, **WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE**. **WE GUARANTEE AN HONEST DISTRIBUTION**, and will pay for matter not so Distributed or destroyed. **WRITE US NOW**. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,

703 Oakland Bank Building, Chicago, Ill.

CORRESPONDENCE SALESMAN

Wanted by growing manufacturing concern. Preference given to one acquainted with the printing business or experienced in selling printing machinery. Must be a hustler. Give full particulars and state salary wanted.

JAS. P. WARD, Sec'y,

The Eclipse Folding Machine Co.

SIDNEY, OHIO

RESULTS from advertising in the South may be best assured by having an agency familiar with local conditions and thoroughly posted on various publications to direct the campaign. We invite correspondence.

ARMISTEAD &
McMICHAEL, INC.,
Atlanta, Ga.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

ROSENWALD & WEIL (Inc.),
Franklin, Congress & Market Streets,
CHICAGO, ILL.

Editor Ready Made Department:

DEAR SIR—Enclosed you will find two folders which we issued this year instead of the stereotyped style book. It seemed to us that the folder was a better advertising proposition with the merchants than a style book because, being different, it would receive first attention; also for the reason that the merchant would reach his customers twice instead of once. We also enclose our letter sent to the merchant on the subject. Of course, we want you to criticize them if you think they are worthy of it.

Yours very truly,
ROSENWALD & WEIL (Inc.),
Frank Moss, Adv. Mgr.

I think the folder scheme has the usual style book beaten by a mile and a quarter, at least. It is not only different but more convenient. It is merely a three-fold folder with a slit in the bottom, through which are inserted five style sheets, showing men's clothes to advantage, by picturing them on very natural-looking men. On the back of each style sheet are brief descriptions of the styles illustrated and the range of prices. On the folder itself, inside is a general argument, most attractively typed, and when folded and sealed by means of a paper seal, the style sheets are held securely inside. The purpose of these folders and their use are clearly stated in the following circular letter, here reprinted to show the dealer the selling helps that he has a right to expect, nowadays, from manufacturers generally:

ROSENWALD & WEIL (Inc.),
Franklin, Congress & Market Streets,
CHICAGO, ILL.

We are enclosing two folders with inserts which we have decided to issue this Spring in place of the usual style book.

These folders go to *your* prospective and regular customers in *your town* in *your* name to the people *you* want to sell.

The arguments being signed by *you* should prove very effective, and it is our firm conviction that these folders will bring more men into *your* store than any style book could possibly do.

The folder is not as elaborate as a style book but being "different" and "unusual" will naturally receive first attention.

The second folder following three weeks later, with its strong, logical argument signed by *you* is sure to create the desire to *buy*.

As to this advertising proposition we are enthusiastic and we are sure the folder will pay for itself many times in actual results.

We will furnish one or both of these folders in any amount you can use, addressed and prepared for mailing, without charge, the only cost to *you* being the postage of one cent for each folder mailed. If you want to use one of the folders we will enclose the five inserts; if you use two we will divide them accordingly.

It will be necessary for us to receive your list of names and amount you wish us to reserve *at once* in order that we can prepare them in due season.

Yours truly,

And here is the wording which appears on the inside of one of the folders, filled in with the name of a local dealer:

Have you ever had the misfortune to buy a suit of clothes, wear it a short time and then wonder why you do not like it?

You can attribute the fault to one thing—cheap tailoring. This is where the unwise retailer and unscrupulous manufacturer get their abnormal profit—still their stuff looks good—for a while.

That is what we mean when we say usual clothes generally cost as much as our "unusual" clothing.

We handle "R & W" men's apparel exclusively in our city because we recognize that it is made to give you the satisfaction you have the right to expect. We thereby hope to have you give us a trial, believing once you have bought, your clothes problem will be solved for all time.

"R & W" Clothing includes Suits and Overcoats, "Mackinette" Raincoats, Trowers, Fancy Vests, Robes and Housecoats—all leaders by virtue of merit.

If you think you will inspect "R & W" Clothing, that is good; if you do, that is better; if you buy, that is wisdom.

Yours truly,

AUNE & THUNE,
Redwood Falls, Minn.

The style sheets are only 5x6 3/4 inches, and may be inspected as conveniently as a "hand" of playing cards. My only criticism is

that the two folders, going to the same list of names should not only be different in color, but in the design on the address side as well; for both being alike, the second is likely to be thought an exact duplicate of the first and, therefore, go to the waste-basket unread. I think there should also have been two sets of style sheets—a set for each folder.

Charles Z. Daniel, advertising manager for J. Blach & Sons, Birmingham, Ala., and Nashville, Tenn., would have reason to be very much ashamed of himself if, after all the years he has been a clothing advertiser, he hadn't learned a lot about it that most people don't know. He sends a bunch of his recent work to this department for criticism, knowing full well that there is nothing about it that I can find much fault with. A particularly good circular is in the form of a four-fold folder covering a separate article of men's attire on each fold, tastefully typed and convincingly written. The cover, reproducing the firm's label on a background representing a handsome piece of cloth, is especially striking and appropriate. And a good newspaper ad takes as its text, extracts from an article on paying cash, by Elbert Hubbard, in the April *Philistine*. Mr. Daniel's work has improved wonderfully since his early days in the business, at Hartford, Conn., I think it was.

Would You Believe, Without Seeing It, That Anybody Could Print Such An Atrocious Thing As An Advertisement?

Thaw's Trial

won't be your trial if you order a monument of us.

We have modern machinery for cutting them, too.

M. H. SCHLITTER & CO.,

14 Ellsworth Ave.,

Danbury, Conn.

'Phone 619-3.

Successors to A. C. Osborne.

A Large, Extra Juicy, Extra Sour Lemon for the Exclusive Dealer. From the Baltimore (Md.) News.

Stetson Hats in

Every Shape at \$3.50.

Don't be one of those who judge quality entirely by price, for it sometimes happens that one store sells cheaper than another. There are certain definite grades of Stetson hats. If you pay \$3.50 or if you pay \$4, you buy the identical same thing. Of that, there cannot be the slightest question.

Exclusive hatters must charge \$4 because of their limited business and large percentage of expense, but we sell hats as we do all other wearing apparel, asking as little as we can afford to accept. Hence you can get the Stetson hat in the grade for which you've always paid \$4, in every one of the season's new shapes, in all dimensions, at \$3.50.

THE HUB,

Baltimore Street At Charles,
Baltimore, Md.

Here's An Ad That Really Describes the Article Advertised—a Thing None Too Common.

New Fad In Go-Carts.

We have an added newness to our Go-Cart this season; it is collapsible. This differs from the old style. The collapsible Go-Cart is full size, and so constructed that with a push here, a lift there and a twist in another place, the running gear closes in on itself beneath the body of the vehicle—and when collapsed the go-cart takes up but little more space than a dress suit case; quite an important feature when space is limited, and a big improvement over the old room-taking build. These go-carts all come upholstered; all the springs are elliptical, making a very "elastic" vehicle—thus neutralizing jolts sideways as well as forward and backward. Another excellent point about these Go-Carts is that the pusher goes to the gear, giving what is termed "ground" control of the vehicle—a more sure control by the one propelling than if the pusher were attached to the body of the cart—come in and see.—\$7.75.

PICKERING'S,
Pittsburg, Pa.

GEORGE T. HORAN,
House Furnisher,
Main, Green, and Wood Streets,
Thompson Square Station, Boston
Elevated.

CHARLESTOWN, DISTRICT,
BOSTON, MASS.

Editor Ready Made Department:

DEAR SIR—I have been a close student of the Little Schoolmaster for almost two years, and I will say that I think I have derived more benefit from your little publication than I did from the entire course in advertising that I am so unfortunate as to be a graduate of.

Will you kindly give me your opinion of the enclosed ad, as I realize that just criticism, taken to heart and made use of, enables one to improve.

Very truly yours,
C. H. SMITH, Advertising.

Your ad, as reprinted below, is a good one, but it makes one statement that I am always ready to challenge and which, I believe, will not be accepted by any thoughtful person. Anyhow, I dare any credit dealer to show that his credit prices are lower than the cash prices of other dealers except in rare instances, quality for quality. It isn't reasonable to suppose that a credit dealer can sell even as low, regularly, as the man who gets the cash, for bookkeeping, collecting and bad debts *must* be taken into account. If your credit prices are lower than the cash prices of other houses, and you allow a discount of ten per cent for cash, and you make a profit on that basis, you should be using full pages in the Boston papers, daily and Sunday. Your ad is a good one, except for that one jarring note and the lack of display that will convey some definite idea to the hurried reader:

MOVING? CLEANING?

This is the season of changes. Perhaps you are going to move, are going to housekeeping, or going to "fix up." If you are, you have need of us. We can replace that carpet, which you are just a little bit ashamed to have your friends see, with a new one—it won't cost you much, either. We can sell you a nice Ingrain Carpet, in one of the latest patterns, for 50 cents a yard. Of course, if you want better grades of Ingrains, or Brussels Carpets, we have those also—at the lowest prices in Greater Boston.

Why not just take stock of your needs, and then come in and see us? If you have not the ready money, that's

all right. We will sell any of our goods on easy payments. The Big Store is filled with everything in the furniture line for your spring needs.

If you are going to move, don't forget that we have experienced men that can do the work for you—and they know how to handle goods properly. Our charges are very reasonable.

"It pays to pay cash," and our system is to allow a 10 per cent discount for cash, but if you cannot do this, remember that our credit prices are lower than the cash prices of other furniture houses.

Come in and talk it over with us.

GEORGE T. HORAN,
Thompson Square, Charlestown.

Something Novel in a Demonstration.

**Come In and See
the Majestic
"Walking Cake."**

To-morrow will be a big day at our Majestic Demonstration.

For it will be the day of the Majestic "Walking Cake."

Of course you will want to see that.

And every housekeeper in Joliet and Will County should see this wonderful evidence of the great perfection of the Majestic oven.

At 3.30 to-morrow afternoon the cake will be in readiness. A long board will be placed on it, and 25 ladies asked to stand on the board.

Everyone knows what will happen then; the cake will be mashed flat.

But the really interesting part is that as soon as the weight is removed the cake will again assume its original height.

Now you know no ordinary oven will bake a cake so light as that.

It takes an oven that is absolutely air tight—that bakes perfectly and evenly in the corners as well as the middle, in the back as well as the front—an oven that is right all over.

That is the Majestic oven.

Come in and see it. Have a cup of our good coffee—eat Majestic biscuits—and try a piece of the Majestic Walking Cake when it is cut and passed to visitors.

To demonstration week purchasers we are making a present of a handsome set of Majestic enameledware worth \$7.50.

BARRETT HARDWARE
COMPANY,
Joliet, Ill.

THE PIEDMONT,
ATLANTA, Ga.

Editor Ready Made Department:

Would be pleased to have you criticise this advertisement for Georgia country weeklies.

It is an invitation to holiday shoppers.

Thanking you in advance,

Yours very truly,

HOUSTOUN R. HARPER,

Publicity Bureau, Piedmont Hotel and Harvey & Wood Hotel system.

It may seem a bit late to criticise a holiday ad, but this happens to be a holiday ad that's pretty good at other times; in fact, I have a strong suspicion that Mr. Harper simply wants me to say what he already knows—that it's an unusually good hotel ad. It appeals to me because it not only extends a cordial invitation, accompanied by "reasons why," but gives one an idea just how far he can go at The Piedmont for his money—a thing that the average hotel ad absolutely ignores. In addition to the text reprinted herewith, the ad contained a cut of the handsome building:

INVITATION OF THE PIEDMONT
HOTEL, ATLANTA, GEORGIA.

Not all the people who visit Atlanta understand that the rates at the Piedmont Hotel are so reasonable. With all its magnificence, luxury and comfort, the prices for rooms and meals are moderate.

A thoroughly fire-proof hotel with 300 guest rooms and 150 private baths, it has every modern convenience. Under the management of Harvey & Wood, it has rapidly gained the reputation of being one of the best kept hotels in the country. Its snow-white cleanliness pleases all.

A cordial invitation is extended to visitors and shoppers, and all others, to make their headquarters, when visiting Atlanta, at the Piedmont Hotel. The hotel is conducted on the European plan, and the rates are as follows:

Rooms, without bath, \$1.50 and \$2 per day.

Rooms, with bath, \$2.50, \$3, \$3.50 and \$4 per day.

A liberal reduction is made where two or more persons occupy the same room.

In the two Cafes all the season's delicacies can be found, cooked and served in the very best style. For those who do not like the a la carte service, regular meals are served as follows: Breakfast 30c. to \$1; Luncheon 50c., and Dinner 75c.

A superb Boston orchestra delights the guests of the hotel with three concerts daily, and will be a special feature all the winter. Do not fail to hear

the music of this orchestra the next time you visit Atlanta.

For any further information desired address, Manager

PIEDMONT HOTEL, Atlanta, Ga.

An Excellent General Talk for Men's Clothing.

Just a Moment—
Just a Word
With You.

Lord Chesterfield advises —"Never hold any one by the button in order to be heard out; for, if people are unwilling to hear, you had better hold your tongue than them." But we've something you want to hear concerning you and us.

Concerning your good appearance now and all Summer, and your comfort later on.

For there never was a Spring when the Muse stock was in fuller flower than this. There never was a time when Muse suits were better than they are now.

There never was a time when \$15 purchased as much, in a suit, as now at Muse's.

Or \$20, \$25, \$30 or \$35 and \$40.

And it's because we have gone to no end of trouble to bring this about.

The more trouble we go to in our buying the less trouble you experience in your buying.

Men's Spring Suits, \$15 to \$40.

MUSE,
Atlanta, Ga.

*A Movement in the Right Direction.
From the New York Times.*

Martire—Barber.

I have been twenty years on Broadway and have completed, at an expense of \$30,000, opposite Metropolitan Opera House, the finest, most complete and sanitary Barber Shop in the world.

I employ twenty barbers and twelve manicurists. You will not be compelled to wait for service.

I will charge 20c. for complete service, including shave, shine and brushing, different boys for boot cleaning and brushing.

You will not be held up for tips by barber or brush boy.

OPEN ALL NIGHT.

ALLEGED HUMOR.

KNICKER—You can't paint the lily.
Subbubs—Never got a seed catalogue, did you?—*New York Sun.*

MINISTER—What shall we put on your tombstone?

Editor (faintly)—"We are here to stay!"—*N. Y. Telegram.*

"MARY!" yelled the poet, "why don't you keep that kid quiet? What's the matter with him, anyway?" "I'm sure I don't know," replied his patient wife; "I'm singing one of your lullabies to the little darling."—*Philadelphia Press.*

"My wife sent a plugged quarter for a recipe for reducing weight."

"Did she get the required information?"

"Yes; they returned the quarter and told her to squeeze herself through the hole."—*N. Y. Telegram.*

VISITOR in a printing office: "What is your rule for punctuating?"

The "Apprentice" (late promoted to the case): I set as long as I can hold my breath and then put in a comma; when I yawn I put in a semi-colon; and when I want a chew of tobacco I make a paragraph."—*Apprenticeship Bulletin.*

We make a trip to town twice a week to trade eggs for tobacco and tin money. The place we trade at is Griffith's, but somehow we always watch Tom Akrigg when counting them, but turn our back when the preacher (W. E. Snow) counts them and let on like we have lots of confidence.—*Happy Hill Correspondence Rich Hill Review.*

A WELL-PAYING BUSINESS.

The following advertisement appeared in a paper of a small town in Colorado:

For sale—An old-established, well-paying undertaker's establishment. The city is in a very unhealthy location, where the mortality is very great. There is only one doctor in the whole town. The deaths from fever alone pay the expenses, and the rest is clear profit. There is no competition.—*Life.*

A CUSTOMER was waiting for an exchange at the silk counter in one of the large department stores and the clerk became chatty and told the following, which in his experience was exceptional: "An uptown customer had had six yards of an expensive silk sent C. O. D. The next day the package was returned and on it was written: 'Returned. I was only teaching my daughter how to shop.'"—*New York Sun.*

A BLOODLESS FRENCH DUEL.

A bloodless duel has just been fought between a newspaper editor and a politician. The latter regarding himself insulted by an article published by the former, addressed to him the following letter: "Sir: A man who respects himself refrains from sending a challenge to an individual such as you. He satisfies himself by simply smacking your face. Herewith please consider your face smacked twice, one on each side." To which the journalist replied: "Dear Sir: I am in receipt of the two smacks which you sent me and for which I am obliged. Kindly accept a bullet through your head. With kind regards to your corpse. Yours truly." And all honor was satisfied.—*Pele Mele.*

HARPER'S WEEKLY.



"AN' GEORGE SAYS TO 'ME, HE SAYS—"

(From Harper's Weekly.)